

UPDATE

News For

Information Managers

and Special Librarians

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Book Industry Approves ISBN-13 Changes to Book Identifiers

The Book Industry Study Group (BISG) unanimously approved the 13-digit ISBN standard and other changes to book identifiers. Approved by the BISG board of directors and ratified by BISG membership, the Bookland EAN is to be the only barcode to be used to identify books – replacing the price-point UPC where it is currently used. As with other voluntary standards, the timing and specific details of implementing the new policy will be determined among trading partners. The complete policy statement is available online at www.bisg.org/docs/BISG_policy_001.pdf.

The 13-digit ISBN identifier, as defined in the draft standard in preparation by the International Organization for Standardization, is expected to be implemented as of January 1, 2007. At that time, all ISBNs will be 13 digits.

BISG also recommends that companies become Global Trade Identification Number (GTIN) compliant, the EAN.UCC system identifier for trade items, which encompasses both products and services. GTINs provide the

capability to deliver unique identification worldwide. The most commonly recognized and used GTINs are the UPC and EAN-13 symbols. BISG urges the allocation of at least 14-digits (rather than 13) when a system provider must expand an existing system to accommodate a larger identifier.

BISG is a not-for-profit research, policy, and standards organization whose members come from every sector of the publishing community. It is a forum for managing change and enabling interaction among publishers, booksellers, librarians, wholesalers, manufacturers, authors, and suppliers. It plans to develop a "road map" in order to educate the parties affected and implement the new policy.

Integrating Internet Content RSS Feeds Enhance Service

The October 15th issue of *Library Journal* offers the fall edition of *NetConnect*, featuring an article by Kevin Broun of the National Cancer Institute (NCI) of the National Institutes of Health (NIH), in Bethesda, MD. He explores how RSS feeds, which provide web-based services with a way to disseminate simple bibliographic information about their content, can bring content into the library system. Just as much of the Internet sprang from grass-roots efforts, so grass-roots technologies for information management and delivery have become important tools for librarians to enhance service to their users.

Broun has used RSS both to integrate Internet content into the NCI library system and to make content from the library system available on the intranet in the form of RSS news feeds. This new content makes the library system a more useful and timely resource, allowing it to better "feed" the information appetites of clients, whose jobs require that they keep up with cancer and healthcare news, events, research, and politics. After the initial invest-

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CE Opportunities

• **Knowledge Management:** The Role of Storytelling, October 29, 2-3:30 p.m. ET, 2003 Virtual Seminar Series offered by the Special Libraries Association (SLA). The seminar offers practical approaches for creating and relating stories as a way to share knowledge and compel people to action. Site licenses range from \$185-\$285. Visit www.sla.org/content/events/distance for more information.

ment of time and technology, the information flows without requiring hands-on staff effort.

The RSS acronym stands for either Really Simple Syndication, RDF Site Summary, or Rich Site Summary. RSS is a simple dialect of XML, the eXtensible Markup Language. RSS lets users keep up with a site without actually having to browse through the various locations of potential new information on the site. When an item of interest shows up in the RSS feed, a user can then follow the included link to see the full item.

Staff at NCI's library became interested in RSS because it would allow the gathering of new content from around the Internet, enhance current awareness services, and make information about the collection available in a new way. In 2001, the NCI library undertook a modernization project with several goals: make the collection available online, facilitate the collection of electronic materials, offer personalized and proactive services, and increase usage. It couldn't find a commercial integrated library system (ILS) that offered the combination of personalized services and electronic document management it wanted. Given the size of the budget, collection, and user base, and because it did not require many typical ILS features (like circulation), the library decided to develop its own system, LION (Library Online), a web application with a database management backend. The existing computing infrastructure at NCI facilitated the project, letting the library build on NCI's Oracle RDBMS and ColdFusion web application servers without additional costs.

On random explorations of the web, library staff discovered that Reuters and the BBC were making content available in RSS and that they had specific feeds available that focused on health. This motivated staff to pursue this technology and discover additional feeds of interest. Using RSS aggregator software and online directories, including AmphetaDesk, NewsIsFree, and Syndic8, staff selected an initial collection of feeds for LION. These included BBC News Health, Moreover Breast Cancer News, Moreover Cancer News, New York Times Health, and Reuters Health eLine. The search for additional content is ongoing. Given the lack of a single, authoritative directory of RSS feeds, library staff needs to scour the Internet on a continuing basis for health- and cancer-related content.

For more technical details on RSS implementation and future ideas and plans of the NCI library, read the fall edition of *NetConnect* or visit www.libraryjournal.com and choose "NetConnect" in the left-hand column.

SLA, Info. Today Alliance Formed to Share Resources

The Special Libraries Association (SLA) has announced an information alliance with Information Today, Inc. (ITI). The new venture

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Call for Participation

"Information Architecture (IA) Summit '04 - Breaking New Ground," Austin, TX, February 27-29, 2004, sponsored by ASIS&T, the American Society for Information Science and Technology. The Summit seeks proposals from students, developers and designers, and people with solid and relevant ideas. Submissions may be case studies showing the use of IA in completed projects; presentations discussing principles, ideas, and mind-opening explorations; tutorials in which IA practitioners discuss a topic for a half-day; panels or poster sessions illustrating a concept from research or practice. Deadline for most submissions is October 31. Go to the ASIS&T web site for submission details; www.asis.org/Conferences/IA04/index.html.

4th Annual 21st Century Librarian Award, recognizing those with outstanding accomplishments in the evolution of the profession in the 21st century, sponsored by the students of Syracuse University School of Information Studies, deadline December 5. This year, a second award, the 21st Century New Librarian Award, will recognize a librarian in his/her first five years post-MLS with a \$1000 prize, in addition to the \$5000 national award. Visit <http://21stcentury.syr.edu> for more information.

will allow SLA and ITI to share information, resources, and assist with the cross promotion of conferences and programs. In addition, SLA members who are new subscribers to ITI publications will receive a ten percent dis-

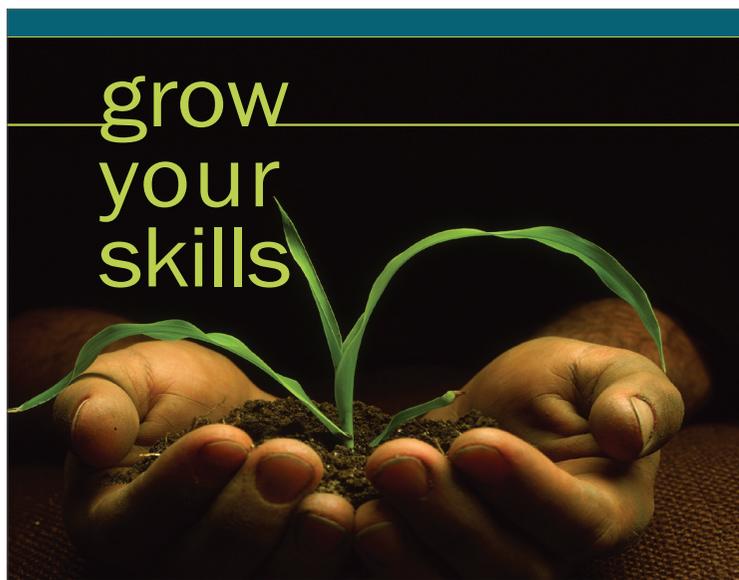
count. The partnership remains in effect through 2004 and does not limit SLA's ability to work with other companies.

"The alliance between SLA and Information Today is a win-win situation for both organizations," said SLA Executive Director Janice Lachance. "Each of our brand names are highly recognized and respected in the global information community. This joint venture strengthens the value of our programs and the services we offer to our members, furthering our commitment to excellence."

Tom Hogan, president and CEO of ITI, said "We have always felt that the health and well being of the information professional community is closely intertwined with the success of our own company, and we continue to explore opportunities to impact the profession in positive ways."

New UNC Dual Art/LIS Degree Response to Changing Market

The School of Information and Library Science (SILS) at the University of North Carolina (UNC)-Chapel Hill will offer dual degrees with the UNC Department of Art starting this fall. The new degrees combine the Master of Science in either library science or information science and the Master of Art in art history. These programs are expected to be helpful for people who are in charge of slide and pho-



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tograph collections. As museums move toward digital image repositories and greater presence on the web, institutions are hiring individuals to create, manage, and preserve digital archives.

SILS Dean Joanne Gard Marshall said that an important motive for developing the dual degree program is the changing marketplace. Career opportunities in the cultural heritage-hi-tech sector have exploded, and neither program alone provides a sufficiently comprehensive preparation to allow graduates to take full advantage of these opportunities. "Both departments are increasingly interested in issues concerning audiences and the public presentation of objects, and the types of objects studied in each department often overlap," Marshall said. The combined MS in library science coupled with the MA in art history will prepare students to take on professional library positions in art libraries in colleges, universities, and art museums around the country. In addition to knowledge of art history and scholarship, registrars in art muse-

ums also need to know about content management systems, indexing and abstracting, classification schemes, and controlled vocabularies.

IEEE Ban on Certain Members Creates Criticism, Response

In 2002, the Institute of Electrical and Electronics Engineers (IEEE) imposed a ban on contributions to any IEEE publication or standard by members residing in Cuba, Iran, Iraq, Libya, or Sudan. These countries are all included in presidential orders administered by the U.S. Treasury Department's Office of Foreign Assets Control (OFAC). Regulations involve trade embargoes, frozen assets, and other economically-based restrictions on interactions between citizens and organizations of the United States and these countries. Provision of publications and information are generally allowed, but "services" are not.

IEEE says that peer review and editing of

People

- **DENISE DAVIS** has been appointed assistant dean for admissions and recruitment for the Simmons College Graduate School of Library and Information Science. She is a 1999 graduate of the program and formerly librarian for the Simmons School of Management.

- **LUCY LETTIS**, senior vice president and director of business intelligence at Marsh Inc., was the keynote speaker at the "Information Professional Congress" held in Amsterdam, the Netherlands, October 2. The congress is sponsored annually by the Dutch magazine *Informatie Professional*. This year's conference theme was "Steering a Course in Stormy Weathers," with a focus on how strategic utilization of business and competitive intelligence can help organizations successfully combat challenges of operating in a down economy. "Lettis's presentation was entitled "Moving Up the Value Chain." Conference attendees included research and knowledge directors from global professional service firms, financial institutions, law firms, the European Parliament, government ministries, and academia.

- **MICHAEL WALSH** has joined LexisNexis as senior vice president, leading the company's global strategy and business development efforts. Most recently, Walsh co-founded Infirmination.com, a portal for lawyers, serving as vice president of strategy. He also was an associate for Weil, Gotshal,

and Manges in Washington, DC, and worked at Boston Consulting Group.

- **Wayne State University** Library and Information Science program appointments include **YUNFEI DU**, as instructor. Most recently, he served as adjunct professor and was assistant course designer at the University of North Texas, where he received his Ph.D. in interdisciplinary information science. **JOHN HEINRICHS** is promoted to assistant professor, after lecturing in both the LIS and College of Business Administration programs.

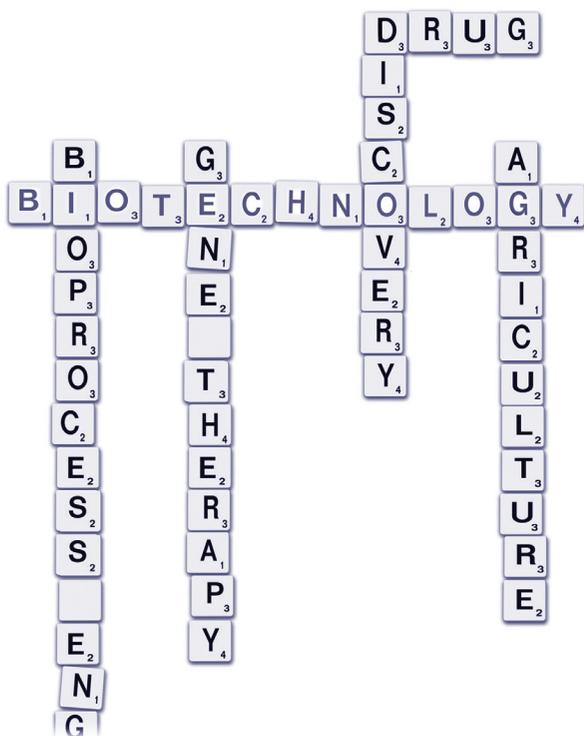
- **The University of North Carolina-Chapel Hill** School of Information and Library Science (SILS) announces one addition to the faculty and a faculty promotion. **JEFFREY POMERANTZ**, a new Syracuse University Ph.D., began teaching a course on retrieving and analyzing information this fall. He has been a research associate for the Information Institute of Syracuse since 2001 and has been involved in developing user services for the National Science Digital Library. **HELEN TIBBO**, a faculty member at the SILS since 1989, has been promoted to full professor. She served as associate dean from 1996 to 2000. She teaches in the areas of archival studies, records management, digital preservation and access, online information retrieval, and reference.

articles constitutes the area of greatest concern, since the OFAC regulations are not clear on what is allowed. Failure to comply with the regulations could result in fines of up to \$500,000 and jail terms up to ten years. In September 2002, IEEE petitioned the OFAC to issue a permit for the types of membership activities and services they provide, but they have not received a reply.

The October 2003 issue of *IEEE Spectrum* carries an open letter to IEEE members from current President Michael Adler. "The IEEE believes in a world of unfettered exchange of scientific and technical information for educational and research purposes. Last February the IEEE Board of Directors voted to reaffirm its belief that no government should restrict the right of scientists, engineers, or academicians to exchange ideas and participate in scholarly activities on a global basis." He continues, "While the IEEE works to uphold its beliefs, we must also do what is necessary to protect the organization and its volunteers." Because the OFAC rules specify penalties for

violations, and has enforced its rules by fining corporations and individuals, "the IEEE will continue to comply with U.S. laws." Among the approaches being considered by the IEEE board is assembling a coalition of professional organizations to bring about changes in the OFAC regulations.

Those who disagree with the IEEE action point out that other U.S.-based international academic and scientific organizations do not impose such restrictions. Jamshid Beheshti, writing from McGill University in Canada, says that IEEE is a vehicle for students to keep touch with academic and scientific developments outside their country. He uses Iran as an example of the potential impact of the IEEE ban. An Iranian student branch of IEEE was formed in 1997 and since then the branches have organized more than 50 conferences, workshops, and short courses. Under the IEEE ban, members in the countries named can continue to receive print publications and attend conferences—at the nonmember rate. But, according to an article in the September issue



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of *Science* magazine, they cannot use the IEEE logo, they are denied electronic access to publications, and have no access to job listings.

IEEE, with 380,000 members in 150 countries, publishes 30 percent of the world's literature on computing, electronic, and electrical engi-

Company Announcements

• **European Country Focus research**, from Jupiter Research, offers in-depth market intelligence, backed by deep proprietary data, for the United Kingdom, France, Germany, Spain, Italy, and Sweden. European market coverage is enhanced with detailed market forecasts, consumer survey data, and country-by-country analysis, covering all aspects of the digital economy including broadband access, online advertising, paid content, wireless, digital television, and consumer behavior. Additionally, Jupiter Research's basic coverage of Central & Eastern European markets is launched, comprising analysis, baseline population, and Internet access forecasts.

• **Census CD Estimates** (2003), Projections (2008), Consumer Expenditures & Profiles has been released by GeoLytics, allowing users to analyze changes that have occurred since the 2000 census. Trends in growth and spending are compiled into one software application, including estimates, projections, consumer expenditures, and demographic profiles. For more information, visit www.geolytics.com.

• **The Encyclopedia of Optical Engineering**, available December 2003 in three volumes and online, is the latest offering from Marcel Dekker. Print customers will have free access to the online version for a full year. Timely topics, including digital image enhancement, biological modeling, biomedical spectroscopy, and more will be updated quarterly online.

• **The first real-time weblog search** tool for the enterprise is being offered by Moreover Technologies, the business information aggregator. The product harvests information from more than 25,000 hand-selected, business-critical weblogs in real-time for corporate users. Human editors rank each blog according to reliability, integrity, and quality. Additionally, each blog is tagged with a wide range of metadata including the number of incoming and outgoing links to it. The aggregated blog information is also available as pre-configured or customized topical feeds. For more information, call (415)-989-0600.

• **New product Dialog Portals** allows business news, research, and competitive intelligence to be integrated into enterprise portals. Content categories include news, market research, and business and financial information, with science, technology and medical information, and intellectual property records available next year. It is compatible with systems offered by leading portal

software and applications providers. For more visit www.dialog.com/products/platform/portals.shtml.

• **CSA will pull its databases** from the SilverPlatter platform. According to a statement on the CSA site, "it has also been increasingly difficult for us to serve the needs of consortia effectively through SilverPlatter." The action has no effect on CSA's other distributors (OCLC, NISC, and STN). Questions may be directed to matt.dunie@csa.com.

• **Questel • Orbit and Patolis** Corporation, Japan's leading patent information service, have signed an exclusive distribution agreement. In the next few months, the two companies will jointly promote their services in Japan and Korea through the Questel • Orbit Japanese language web site, product seminars, and onsite training seminars at Patolis offices. In 2002, Questel • Orbit began to distribute Patolis-e, the Patolis English services.

• **EBSCO Publishing has completed the acquisition** of CINAHL Information Systems, the nursing and allied health database from Glendale Adventist Medical Center, Glendale, CA. It will be provided in its current form, with future plans to enhance both the CINAHL database and existing health-related EBSCO Publishing databases. CINAHL Information Systems and its staff will remain in Glendale.

• **Webster's New World Finance and Investment Dictionary** includes 3500 defined terms, phrases, and jargon of the financial world. Published by Wiley, it is available for \$14.99. Included are such "need-to-know" terms as customer relationship management, digital Pearl Harbor, opti-puter, outsourcing, and prudent-man rule.

• **The Embassy of Australia Library** in Washington, DC, the only library of its kind in any of the Australian Embassies and Consulates worldwide, has implemented the EOS e-Library Service from EOS International. The library primarily serves the research needs of embassy staff monitoring U.S. policies. The off-site hosting capability was one feature that attracted Embassy Library Manager Melissa Elliott to EOS. "Already we have seen an increased usage of the library, much of which can be directly attributable to the accessibility of the collection through the Web OPAC," she said. "The fact that we are fully automated now...seems to encourage staff to consider us a 'real' library that can provide services they didn't realize we were capable of and didn't think to ask about before."

neering, according to the article. For access to the *Science* article and Adler's letter, visit www.shameonieee.org.

Embassy Librarians Are Pragmatic Technology, Outreach Concerns

In the September 1 issue of *Corporate Library Update* we provided an overview of the Information Resource Centers (IRC) at American embassies and consulates in 170 locations around the world. Four IRC directors agreed to be interviewed. Included in this issue are the profiles of Cecilia Granados from the U.S.

Embassy in Bogota, Columbia, and Charles Akpalu, IRC director at the American Embassy in Accra, Ghana. Other interviews will appear in the November 1 issue.

BOGOTA: Granados has worked at the U.S. Embassy since October 1973, just after receiving her MLS from the George Peabody College at Vanderbilt University. Until 1995, she was director of the largest Binational Center (BNC) library in Colombia, with a staff of 12, overseeing nine other BNC libraries throughout the country. In 1996, the IRC was created and she moved to that position.

The collection of the IRC in Bogota is small, focusing on reference. Granados purchases very few periodicals, since most of what she

News in Brief

- **October is National Medical Librarians Month (NMLM).**

The Medical Library Association (MLA) declared the observance to recognize medical librarians for their efforts and accomplishments and to raise public awareness of the positive impact that health sciences information professionals can have on patient care. With an increasing number of physicians and consumers seeking health information on the Internet, medical librarians' specialized skill in identifying the best health information and the most reliable health-related web sites is vital. MLA sponsors a Creative Promotions Award for an MLA member or institution that designs the most creative event or promotional idea to celebrate NMLM. For information about the month and the award, visit www.mlanet.org/resources/nml-month/2003/index.html. MLA also sponsors "4-1-1: Medical Information Day" in April, to reach out to their communities and to highlight their expertise.

- **Chicago-based law firm** Winston & Strawn funded the renovation of the library at Mahalia Jackson Public School 123 in Harlem, New York City. The firm has more than 850 attorneys in offices in Chicago, Washington, DC, New York City, Los Angeles, San Francisco, Geneva, London, and Paris. The project is part of the firm's "Opportunities Through Education," launched to celebrate its 150th anniversary. In January, Winston & Strawn's foundation committed \$300,000 to educational initiatives in New York City. Caroline Kennedy and actors and children's authors were guests when the library was dedicated during National Book Month. The firm also donated 1250 books to the school library's collection. Volunteers from the law firm read to more than 950 students in 47 classrooms as part of the dedication celebration.

- **Pioneering NASA scientist** John Houbolt has donated his personal collection to the University of Illinois at Urbana-Champaign, his alma mater. Houbolt is best known for developing and promoting the lunar-orbit rendezvous concept that allowed the U.S. space program to go to the moon on Apollo 11. His collection, which will be managed by the University archives, includes papers, manuscripts, models, designs, and books. The books in the collection will be held in the Grainger Engineering Library Information Center. A grant from the NASA Langley Research Center will enable the library to process, index, and preserve the collection, and to develop an electronic finding aid for the materials and online access to the documents. The collection was dedicated on October 9.

- **Viewing images related to trademark** disputes is now possible. The Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office has unveiled TTABVue, which includes images of most documents filed since January 2003 plus some earlier records. Recently the TTAB—an administrative tribunal that hears and decides appeals and adversarial proceedings involving trademark registrations—implemented an electronic workflow system for processing all incoming and outgoing documents electronically. It also introduced ESTTA, an electronic system for trademark trials and appeals that allows parties to file certain case-related documents and extension-of-time requests by email. The TTAB plans to expand ESTTA to allow more filing options by the end of this month. TTABVue can be accessed at <http://ttabvue.uspto.gov>; ESTTA can be accessed at <http://estta.uspto.gov>.

needs is available through commercial databases. The majority of her questions can be answered online. Most of the questions deal with U.S. legislation and regulations, as well as U.S. social, economic, and political issues. However, "If the LAN collapses, we have fits." Computer maintenance falls to her staff because of a lack of adequate technical help.

OUTREACH: The Bogota IRC has never been opened to the public. Embassy employees and their contacts are the customers of the IRC. The outreach done by the IRC is directed at top-level academic, artistic, business, and government communities. Granados and her staff call contacts individually, to inquire about their ideas and needs. She visits government ministries, libraries, and other major institutions to give presentations on how to use the IRC's web site and how to find information about the United States. She also provides Internet training to journalists and other specialized groups.

EXPANSION UNLIKELY: With her current staff of three and less than 150 square feet, Granados cannot see that she will be able to expand her services. "I feel that if we are not going to have a full-fledged library with all kinds of services to all kinds of visitors, we should not try to offer half-baked services by over-stretching ourselves." She continues on a cautionary note. "If the decision was made for the IRC to be a reduced facility with reduced services to a reduced population with a reduced staff, then we should find ways to do that in the most efficient and effective way possible, using state-of-the-art technology and staff with a new mentality."

ACCRA: Technology plays a major role in Akpalu's IRC. He has been with the embassy since 1992, after 17 years at Ghana's Ministry of Trade as trade information and documentation officer. "The IRC now provides a cutting edge information search and retrieval service to the entire Mission," he said. The service includes high-tech reference and outreach services, primary coverage on Mission themes, and reduction in the size and focus of the collection resulting in greater use of electronic resources. Akpalu was described by one of his peers as "probably the most tech savvy IRC manager in the group."

Major users of the IRC in Accra, according to Akpalu, are academics, businesses, government officials, media, military, Non-Governmental Organizations, opinion leaders, U.S. Mission staff, and other libraries. Questions

answered reflect the interests of such a broad-based clientele. Topics have included accountability and good governance, bankruptcy and securities and exchanges, copyright, intellectual property, the U.S. judiciary and advocacy, and U.S. Supreme Court judgments. Child abuse; human trafficking; media, ethics, and the free press; and response to terrorism are also the basis for many questions.

OUTREACH: Outreach services include an article alert service with selected abstracts distributed to government officials, informing them of new topics of interest. Articles from electronic journals are sent to clients according to their fields of interest. Thematic and annotated bibliographies are distributed to contacts to inform them of new resources in the IRC. Information packages on Mission themes are distributed to selected users.

TECHNOLOGY, FUNDING CONSTRAINTS: Akpalu says "it has become increasingly difficult to perform our functions in a proactive manner due to several restrictions imposed by the State Department machinery." For example, in March 2004, the PDNet Internet connectivity will be taken away. Akpalu will have to find another ISP for the IRC. Given the serious gaps in Ghana's technology infrastructure, this is a problem. It calls for a total Department of State review of IT needs of IRCs globally, in Akpalu's view. There also are issues for networking of technology within the IRC, access to e-mail, restrictions on the technology used for web development, and related concerns. Recognition that the IT requirements of public diplomacy are legitimate and vital to the goals of embassies is a core concern for Akpalu. In addition to technology issues, there is also a pressing need for funding "American Corners," an effort to reach influential Ghanaians outside the capital city and those "more senior and influential contacts" who have been deterred from entering the embassy and using the IRC due to security procedures in place since 9/11. Plans are in place for three centers. Akpalu is responsible for planning the establishment of the "American Corners," choosing locations, ordering materials, and conducting the day-to-day running of the facilities.

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