

NEWSLETTER

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*"OSALL aims to link and support everyone interested in Law
Librarianship in South Africa"*

EDITORIAL

Congratulations to our Chair, Danielle, on her marriage to Michael Botha!

Congratulations, too, to Michael Brightmore, whose company, Academic Marketing Services, recently celebrated its tenth anniversary! Michael also got married in December, to Mari, and she is running the Customer Service portfolio of the company.

The February issue of the OSALL Newsletter includes several stimulating articles, which we hope that you will find helpful and enjoy reading. 'Seven deadly sins, and (desirable strategies) for Library Managers', is a useful guideline for us – especially for those in management positions!

Mary Ellen Bates has kindly allowed us to use one of her tips on "Kebberfegging!" Read further to discover what this means! The Tao of Law Librarianship is also a tantalising title! It gives us an idea of the importance of the public relations role that the librarian plays. Thank you to Nico, for his 'Publications Noted', and our final article is an amusing fun one on cellphone users, just to give us a good laugh.

FROM THE CHAIR



A beautiful wedding day following by a wonderful honeymoon in lovely St Lucia is how the first month of my year started off. Life had some great changes in store for me, and I'm sure it will be a super year for OSALL too. Quite a few OSALL members have asked themselves who Danielle Botha was, so I'm now formally letting everyone know that it's the new version of Danielle Heij,

who has recently tied the knot. Besides the Chair getting married, it's also OSALL's 30th birthday this year! Plans have already been set in motion for a number of interesting OSALL meetings, and SLIS and OSALL are planning a combined one-day conference in October, which is sure to be a hit. It's committee election year too, so if anyone would like to join our fabulous team who help to keep the ball rolling, feel free to contact myself or any committee member at any time.

Enjoy the year, and long live OSALL!

NEWS

Academic Marketing Services – Ten years on!

Michael Brightmore, Managing Director
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During the twelve months that South Africa revelled in the glories of a New Democracy and crushed all before it in the Rugby World Cup, I had decided to tear up my corporate credit cards in England and to join in the euphoria that was sweeping this erstwhile pariah state, much to the consternation of family and friends. And so on October 25th, 1994 and rather like Paddington Bear, I stood on the tarmac at Jan Smuts airport with suitcase in hand (and little else) hoping that Mother Fate would smile kindly on me and support the decision I had made to leave everything behind in the chilly North.

That was just over ten years ago and the little company that I founded then – still is a little company! But it has grown in stature and maturity from a simple one man freelance sales representative to the largest freelance agency in the country now representing the sales and marketing interests of twenty-five UK and US based publishers. We now have a staff of eight people, which belies the enormous fiscal responsibility that the company has and each year since I arrived here, the company has shown consistent growth. The product range that we carry truly covers everything from Anthropology to Zoology at a level from undergraduate textbooks upwards to high level scientific monographs.

One of the policies that I am particularly proud of introducing, is the one of hiring young graduates, mostly into their first real job. The energy that their collective youth brings to the company is worth a million bucks. The downside to this, obviously, is that they all eventually leave for the UK, though for the life of me, I can't think why! I'm also pleased to add that they have all found excellent jobs in the UK – so it's a great feeling to know that we had a hand in their careers.

I have morphed the company several times to keep ahead of the trend in publishing here, and one of those re-incarnations was to take on the responsibility of distributing for Sweet & Maxwell. Many would regard working in such a capacity, for a large organisation is nothing but a poisoned chalice and true, such a responsibility does not come cheaply, neither does it come without its challenges. One of the clear benefits, without a doubt, has been the alliance that has been forged with OSALL, the members of which have been extremely loyal through challenging times, and it is with immense pleasure that I learned recently from the OSALL committee that AMS has been awarded Honorary membership.

So, ten years seem to have flashed by in an instant of recollected time and as always, memory is a fickle partner to reality. Yet, as I look back, I have to admit that I am very proud of what has been achieved, by those who have worked for AMS, for their energy and for their commitment, and I am eternally grateful for the support and friendship, that has come from our many and varied customers. I am indeed delighted to have shared this decade with our many friends within OSALL. As our commemorative coffee mug reminds us "Here's to the next Ten Years".

Seven deadly sins (and desirable strategies) for Library Managers

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During our recruitment and retention discussions, long-term managers often give upcoming generations advice on how to lead. What, though, are effective management strategies and styles in 21st-Century libraries? Focusing on upper management in larger institutions drowns out voices from smaller libraries, middle managers, and frontline staff. Talking to working library staffers and up-and-coming managers reveals some disconnection between received wisdom and what staff actually need.

In Spring 2004, 343 library staff members responded to an online survey on their managers' qualities and effectiveness. [The survey and discussion can be found in *The Accidental Library Manager* <<http://www.lisjobs.com/talm/>>]. Seventy-one per cent of respondents possessed an MLS or equivalent; Seventy-eight per cent worked in a "professional" position; job titles ranged from secretary to department head. The following "sins" and "strategies" contain comments from respondents' descriptions of their best and worst managers and qualities they believe today's library managers need.

The Seven Deadly Sins**Micromanagement**

"She could not let go of any project and had to second-guess me every step of the way ... She did not trust her employees to do anything but the most mundane tasks without her direct supervision."

Micromanagement is employees' most common complaint. Twenty-five per cent of survey respondents used some variation of the word; others described bosses' micromanagement tendencies. People often

become supervisors by excelling at frontline tasks -- a whiz cataloguer given technicians to supervise, a superb reference librarian promoted to department head. They naturally want others to live up to their standards; many have trouble delegating. New managers have special concerns about being "graded" on others' work.

Lack of communication

"The worst library manager I ever had was a very poor communicator ... I often didn't have the information I needed to do my job well or at all. I often just couldn't understand her. I often wasn't sure what she expected of me."

Managers usually fail to communicate because they assume people already know what they need to know, believe knowledge is power (so hoard as much as possible!), or want to avoid giving unpleasant news. There is a line between micromanaging and a lack of guidance and goals. People need information to do their jobs, guidance, and feedback.

Fostering divisiveness

"The worst library manager I ever had did not respect my years of service and my capabilities because I did not have a master's degree. She did not include me in discussions, and ... ostracized me from my Youth Services team."

Differing treatment of MLS and non-MLS staff is librarianship's dirty little secret. Divisiveness also occurs when managers show favoritism to individuals, or play departments against one another. Managers often do this unconsciously, but staff note any sign of unfair treatment. Rather than treating staff like clones, respecting everyone's contribution means recognizing everyone's work is important, and letting them work to potential.

Abusiveness

"This person routinely treated staff as if they were idiots, ignoring staff opinions and sometimes actually yelling at staff in front of others."

Insecure managers often overreact, needing to think about the impression they make and the way relationships change when moving into management. I found my most sarcastic manager amusing, but a co-worker felt perpetually persecuted -- differing communication styles! When communication problems occur, managers need to step back and look at how their behavior is perceived.

Failure to listen

"She did not listen to all sides of a story before passing judgments, a bit like 'Simon' on American Idol."

This goes back to playing favorites, and also encompasses managers unwilling to listen to different options and opinions, or unwilling to be flexible. Managers who ignore opinions that differ from theirs, or those who ask for input, then announce their pre-made decision, simply court disaster.

Avoiding conflict

"Avoided confrontation to the point of destruction of teamwork and morale, staff fell apart."

One of the worst things a manager can do is ignore problems and let them fester. Conflict avoidance ranges from failure to back up staff following library policy, to ignoring personnel conflicts. Further, staff members who feel their managers are unwilling to deal with problems fail to speak up; those unaware of issues are unable to resolve them.

Taking credit for others' work

"Before you even opened your mouth, her answer was 'no.' And then two days later this was 'her' idea and it was implemented."

Managers may take credit unconsciously, and need to be careful to note ideas' origin. This goes back to avoiding micromanagement; managers who give people responsibility and the ability to run with projects instill a sense of ownership. People are motivated by recognition of their contributions -- and most libraries could use more non-monetary motivating factors!

The Seven Desirable Strategies

Encouraging growth

"I am encouraged to think outside the box and am always given the benefit of her guidance when I need it, her advice when I want it, and her support when the best-laid plans go awry. I grow every day under her tutelage."

People enter librarianship expecting to continue growing and learning. While individuals are responsible for their own learning, supportive management fosters professional development. Managers who encourage development, rather than making easy cuts, are better able to retain staff -- especially new generations of librarians that prize lifelong learning. Managers that fail to foster growth instead foster a burned-out staff, less capable of dealing with change in an evolving library.

Providing autonomy

"I most appreciate a manager who treats employees like adults -- assumes that we're all professionals, and we will

get the job done, although some of us have different styles."

Autonomy, of course, is the opposite of micromanagement. Managers who trust people to do their work, effectively delegate responsibility, and provide support without constant observation help develop people's independence, self-confidence, and leadership skills. Encouraging autonomy requires recognizing that people generally rise to expectations, and (when given sufficient time, training, and support) can accomplish amazing things.

Looking out for staff

"He looked out for us as his number one priority. He always defended us and our workload/workflow with the administration.

Most of us have encountered managers who fear conflict, failing to back up their staff. Why, then, would staff back up managers who fail to look out for them? Managers should understand their personal stake in their staff's success, getting to know and care about them as people.

Respecting everyone's contribution

"They should most definitely praise good work when they see it, as this helps to motivate the team. Lack of appreciation can be very demoralizing."

The need for recognition is universal. Respect for the contributions of every staff member -- regardless of job title, degree status, or duties -- helps keep up morale and keep people engaged in their work. Respecting multiple contributions also reduces homogeneity and groupthink, keeping us from getting stuck in a rut.

Leading by example

"Even though she was management, she still worked the desk right alongside us and helped out when staff was short. She was a great reference librarian and kept up her research skills."

Leading by example involves both keeping a hand in frontline duties and acting as an example in other areas - ranging from dealing with change to coming in on time. Survey respondents were very negative about the "do as I say, not as I do" syndrome. Managers who spend even short amounts of time on the front lines and pitch in when needed impress frontline staff.

Communicating and listening

"The best manager that I worked for allowed for open communication, even of difficult issues. She was open and honest and made herself available to employees to discuss whatever might come up in the workplace."

Again, the flip side of the previous "sin". Organizations where information flows freely simply work better. People who understand the reasons behind decisions are more likely to get on board; staff who understand and know policy are less likely to be embarrassed in front of patrons. Managers that treasure the free flow of information when it comes to patrons also need to understand its value for staff.

Providing leadership and vision

"The need for a leader with clear articulated goals is so vital. The ability to make the vision a reality and make staff excited to be a part of it."

Managers in today's libraries must be able to articulate a vision of change, and to lead their people through. Staff with a stake in the organization and autonomy in their work are more likely to get on board with change. Managers who are enthusiastic about where their libraries are going are able to convey this, and bring others along.

Remember, most of us entered this profession because we are excited about where it is headed!

These all come back to the importance of common sense, treating people fairly, and recognizing the importance of every staff member. Managers who look out for their people know that their staff will look out for them. They turn a skeptical ear to pronouncements of what they need to lead -- they are already leading!

Do you Kebberfegg?

Mary Ellen Bates

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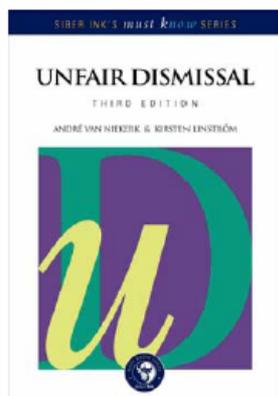
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RSS feeds have been getting a lot more attention lately, and for good reason. For starters, they're one way to keep up with the blogs you read regularly; most blogs offer an RSS feed of either summaries or the full text of each blog entry. But what's really cool about RSS feeds is that the technology has expanded far beyond blogs. Think about it... RSS feeds just notify you of changes to a web site. That could include not only blogs but company web sites' press release pages, government web sites' news and contract announcement pages, recurring searches in databases as diverse as PubMed and Amazon.com, or what's been added to the Librarians' Index to the Internet (www.lii.org). If you are a serious news junkie, you can monitor headlines through an RSS feed; weather hounds can get RSS feeds of the current



New from Siber Ink

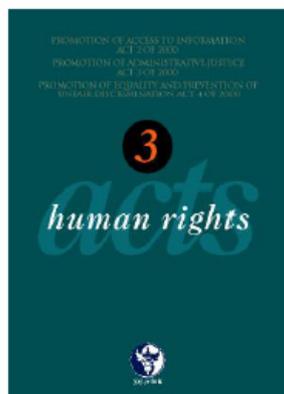


Unfair Dismissal – 3ed

By André van Niekerk & Kirsten Linström

This guide to the law of unfair dismissal, now in its third edition, explains the law with **authority and in plain language**. It is a practical book, for lawyers (and is especially useful for those who do not specialise in labour law) and others. This edition refers more fully than in the previous editions to key judgments by the Labour Courts, to illustrate important interpretations of the legislation. The authors are experienced specialists in the field. **André van Niekerk** is a practising attorney and a director of Perrott, Van Niekerk Woodhouse Inc, specialists in employment law. He was previously a legal

advisor to the Anglo American Corporation and was a member of the team that drafted the Labour Relations Act 1995, and the Labour Relations Amendment Bill 2000. **Kirsten Linström** has a postgraduate degree in labour law, and has practised labour law for a number of years. She is a director of the attorney firm Perrott, Van Niekerk & Woodhouse Inc.



3 Human Rights Acts

Promotion of Access to Information Act 2 of 2000

Promotion of Administrative Justice Act 3 of 2000

Promotion of Equality and Prevention of Unfair

Discrimination Act 4 of 2000

This compilation of three important Acts – those commonly known by their acronyms PAIA, PAJA and PEPUDA – is a handy presentation of some major components of the human rights legislation mandated by the 1996 Constitution. The Acts as amended (as at January 2006) are reproduced with an **explanatory introduction by Professor Iain Currie** of the University of the Witwatersrand. Professor Currie is a co-author of important commentaries on

two of these three Acts, also published by Siber Ink.

- The book is **pocket-sized**, durably bound and with a laminated cover.
- The Regulations on Fair Administrative Procedures are also included.
- Fully **indexed**, providing easy access to updated legislation in **one handy volume**.

Appearing in April

The Delict Sibergramme Yearbook 2005

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weather conditions. And if you want to see the most up-to-date results of a search on MSN, you can re-run the search through an RSS feed.

But how do you identify the RSS feeds of interest?

The simplest approach is to look for the little "RSS" or "XML" button on your favorite web sites. There are also some specialized search engines that focus on tracking RSS feeds, such as Feedster's FeedFinder (feedfinder.feedster.com)

But another, really cool, option for finding RSS Feeds is a tool called Kebberfegg, developed by web search maven Tara Calishain, and available at

www.researchbuzz.org/tools/kebbberfegg.pl. Yes, it's kind of a strange name -- a pronounceable version of Keyword-Based RSS Feed Generator. Instead of trying to remember where the best RSS feed search tools are and how to use them, Kebberfegg builds RSS feeds around the specific information you're looking and in the types of sources you would probably find most useful.

An example is the best way to explain how Kebberfegg works. Say you're interested in staying up to date on the issue of space tourism (who knows? Maybe some day, it'll be cheap enough for anyone to become an astronaut). Head over to Kebberfegg, type your query, "space tourism", into the search box and then select which of the nine categories you want to use. For this search, you might want to get RSS feeds from news search engines, scientific and medical sources, and technology sources, so select those categories and click Submit. (Or you can select all the categories, and let Kebberfegg create RSS feeds from about 40 different sources, in case you really crave information overload.) The next screen you see will show you the RSS feeds that Kebberfegg has created for you. You can decide which of these sources you want to monitor, then add them to your RSS reader. Note that you can click the XML link to get the URL to the RSS feed, or you can click any of the specialized buttons below each feed listed. Kebberfegg can be a useful way to get started with a few good RSS feeds, and without your having to remember where to start searching for feeds. Just use it carefully, or you may find yourself subscribing to more feeds than you'll ever be able to read!

The Tao of Law Librarianship

Connie Crosby
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at the following URL: www.llrx.com/columns/tao1.htm.
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Invite Your Librarian to a Client Event

A curious thing about law firm librarians: we are a good addition to client events. I discovered this by chance when I invited myself along to a couple of events put on by my firm this past year.

For the first event I attended last spring, I offered myself up as a "helping hand," and was given the fun task of taking informal photos during the evening. Now, my pictures didn't turn out that great, but I did end up meeting various people. I was trying to generally blend in and not stand in the way of the lawyers mingling, but I had clients aggressively seek me out. As well, for those people not finding a friendly face in the crowd, I stepped in to make them feel welcome and helped them connect with others.

More recently, at an event last month, I realized there would be people attending I would know, so I asked if I could lend a hand. Again, I made some good connections with a couple of clients and was able to offer up some additional value from the firm in the form of historical legislation from our collection and research assistance.

It got me to thinking; why did I come away from these two evenings feeling I had made a contribution to my firm? Here are some of the reasons I came up with:

- Law firm librarians are generally excellent networkers. We network with each other, we partner with other departments in our firms, and we often connect with many outside people and organizations to locate information and accomplish our everyday work. We are comfortable meeting new people and helping them feel welcome.
- Some clients may be intimidated by a roomful of lawyers. I have seen many a face relax when I was introduced, both because I wasn't a lawyer and because of the realization my firm welcomes participation in events by non-lawyers. We also represent the culture of the firm that they otherwise only see through their lawyers. If I am happy enough in my work to show up to an event outside of work hours, that goes a long way to show how positive a culture exists within my firm. That can only create a good feeling.
- Clients who are in-house counsel are surprisingly pleased to meet a librarian. They often do not have libraries, or only have limited resources. They see the value in having a proper library and research assistance from library staff. I have been able to offer up services above and beyond what our lawyers were able to offer, and some of it billable work at that. I have even met a lawyer who was responsible for the library collection in her organization, and was feeling isolated because of the issues she was facing. She was

delighted to meet someone facing the same issues on a larger scale, and to know she was not alone.

- Librarians, even specialized law librarians, tend to be generalists and can carry on conversations with many different types of people. We conduct research in numerous subject areas and, as a result, have enough background to carry on a conversation on a wide range of topics.
- Some lawyers, believe it or not, don't really know how to mingle and network. It really is a skill that has to be learned. Lawyers are good at speaking with other lawyers, but it is more of a challenge to mingle with those who are not lawyers, possibly because many are not used to speaking with quite the range of people. I found I was able to help enable a transition, introducing those clients who walked into the room and looked a bit lost to others with similar interests. In other words, I just playing a good host.

There may be additional reasons. My conclusion, however, is that if your firm is organizing a client or other event, it is very worthwhile inviting along the library staff.

I recently spoke with some library manager colleagues in Toronto about participation in client events. Most had not been included in these activities, although it was common to call on a library manager to "fill a table" at client-sponsored charity dinners.

Clare Lyons of Cassels Brock & Blackwell LLP pointed out that inviting clients to request work directly from the library can be a "double-edged sword." She has had the experience of client work becoming overly time-consuming, with the client not prepared to pay for the work. Moreover, small clients may not be prepared to pay the high costs for materials and information that those in our firms do.

Before an event, therefore, it is important to think about what type of work you would be willing to offer clients and potential clients. What information or services would you be willing to provide complimentary to foster good client relations? What would you require them to pay for? What would you not be willing to do; for example, photocopying that would violate copyright, or redistribution that would go against your vendor agreements. Also, how will you inform clients about the potential cost of research before starting? Would you require their requests to come to you via one of the principal lawyers with carriage of the client's file, or would the client be able to contact you directly? You might even wish to draft a policy for your library to clarify these issues.

In our case, I decided we could give simple research advice to in-house counsel over the phone without

charge, and the odd copy of materials, providing it does not break copyright law. As well, selected clients would be permitted to use our library facilities in person, with an appointment. Research, especially in-depth research, would be billed to the client file. Clients could contact me directly, but I would have to notify the lawyer in charge of the file that billing to the file had taken place so the client could be invoiced in a timely fashion. Special care would need to be taken that we do not engage in providing any legal advice, and that clients understand such advice can only come from the lawyers. We have not yet set a formal policy regarding client use of our services, as I prefer to consider requests on a case-by-case basis.

Ines Freeman of Miller Thomson LLP asked how I came to be invited to client events in the first place. Generally I keep my ear to the ground for possible events and ask if I might be invited to those that interest me. Notably, I was successful in being added to the lawyer's email list in our office to keep an eye out for, among other things, the invitations that go out to the lawyers. That may not be possible for all librarians, however. You might need to find other ways of staying "in touch," such as having your library partner pass along email messages that may be of interest (this is what Lenie Ott of McMillan Binch Mendelsohn LLP does), or build good relations with a lawyer or someone in the Marketing Department who is willing to keep you abreast of upcoming events.

As Mary Saulig of Goodmans LLP said, we have to "find a way to pull up to the table" and be contributors to our organizations, apart from our library duties. Due to the nature of these events, we are not really on the radar, and are easily overlooked. That does not mean our offer of help would not be valued. Speak up! It doesn't hurt to ask to attend, especially if you can give a legitimate offer of assistance.

Following our discussion, Ott invited herself to a large annual client party. She reports she met many people and "felt pretty good about the whole experience." I have always been thanked after the event for speaking up and taking part. This goes a long way to prove yourself a team player and a leader in your firm. And the more visible we become in this context, the more natural it will be to call on us to participate in the future.

(Article submitted by Charmaine Bertram, Deneys Reitz)

Who goes where

Olwyn Garratt became the librarian at Bell Dewar & Hall in January 2006. Olwyn was previously the librarian at Fairbridges in Cape Town, where she had a ten year

stint. Olwyn grew up in Johannesburg, and later moved to KZN and then to the Cape. Her move back here was precipitated as much by family reasons, as by the appeal of a job change. We hope that your move back to Jozi will be a good one for you, Olwyn!

Nozuko January joined Bowman Gilfillan, Sandton, in January 2006, as the Assistant Librarian. Nozuko studied through the University of Transkei, has worked for the South African Human Rights Commission (SAHRC), and is currently studying Integrated Masters in Library & Information Science with UNISA.

Please inform the Editor if you hear of news of any librarians.

PUBLICATIONS NOTED

Contributed by Nico Ferreira, UNISA
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JOURNAL ARTICLES NOTED

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Jordaan, RA. Law of persons. Juta, 2006. R245.00

Maqutu, WGM. Contemporary family law: the Lesotho position. National University of Lesotho. 2nd edition, 2006. ISBN not given. M675.00. Tel No +266 22323552 office hours.

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Rose, JJ. How to capture and keep clients: marketing strategies for lawyers. ABA, 2005. ISBN 159031526X. USD79.95

Van der Schyff, G. Limitation of rights: a study of the European Convention and the South African Bill of Rights. Wolf Legal Publishers, 2006. ISBN 9058501337. USD65.00

WEB ADDRESSES NOTED

For a full list of interview tips and CV preparation, see

www.changejobs.net/forcandidates-advice.asp

Food and Agricultural Organization of the UN, see

<http://faolex.fao.org/faolex/index.htm>

For something completely different, see

<http://www.radical-ironing.com>

For web-based glossaries and subject-specific dictionaries, see

<http://www.glossarist.com>



ACTIONS SPEAK LOUDER THAN WORDS

CELLPHONES COME IN DIFFERENT SHAPES AND SIZES... AND SO DO THE PEOPLE WHO USE THEM.

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Research into the mobile industry by cellphone manufacturer Motorola has managed to identify six distinctive types of 21st century cellphone users and compared them to birds.

The groundbreaking study was conducted by leading academic Dr Sadie Plant, who travelled to nine cities around the world to conduct research for the study, "On the mobile".

Cellphone users from Bangkok to Birmingham and Shanghai to Chicago were observed and, using a



professionals who could easily

be identified with the combination of personal interviews and field studies, Dr Plant identified the traits and characteristics that define and differentiate types of users, and the dramatic impact that cellphones are making on the way they conduct life, love and work.

Dr Plant also realised that there are those in certain professions who could easily be identified with the various characteristics observed in the research. "Most mobile manners, postures and stances are dictated by circumstance and change according to the mood, location, the nature of the call and the relationship between the two people on the phone," she says.



The Swift

Constantly on the move, phoning, text-messaging and browsing as they go. These are talkative, social, modern users, who are confident and cool about the technology at their fingertips. Many swifts would find it hard to live without their cellphones.

Professions: IT workers, sales and marketing executives
Role models: Bill Gates, Sir Richard Branson, Lucy Liu

The Owl

Solitary individuals who prefer to do things in private and keep mobile communication to a minimum. They only use the cellphone when it is necessary and never for frivolous reasons. The owl often keeps his or her cellphone hidden away and has to search pockets or a bag frantically when it rings.

Professions: writer, accountant, librarian
Role models: Clint Eastwood, Kofi Annan

The Dove

Calm and peaceful, taking and making calls discreetly, without embarrassment to themselves or those around them. Quiet and modest, but confident and clever too, doves can handle new technology like they handle life - without a fuss.

Professions: art restorer, diplomat, teacher
Role models: Gwyneth Paltrow, Tiger Woods

The Sparrow

An individual that talks a lot - and very quickly, too. The sparrow tends to be nervous and lively when making calls and can hardly keep his or her excitement in check when using a cellphone. Great texters, they laugh a lot,

are great fun to be with and can get intimate with people they hardly know.

Professions: dancer, PR professionals, beautician
Role models: Julia Roberts, Woody Allen

The Starling

This type has an assertive and even aggressive manner, which is mistaken at times for rudeness. These people talk loudly in crowds, interrupt conversations with their own cellphone chats, and try to take control of whatever situation they are in. They do not take no for an answer.

Professions: newspaper editor, sports coach
Role models: Rupert Murdoch, Madonna, Jim Carrey

The Peacock

A flashy exhibitionist who loves to use a cellphone or other mobile device... and to be seen using it. They care as much about how they look while using the cellphone as they do about what they are actually saying. Peacocks will have the most modern, up-to-date equipment, just for the sake of appearances and not necessarily because they know how to use it to its full capacity.

Professions: advertising, showbiz, jeweller
Role models: Sir Elton John, Jennifer Lopez, Usher

(Article submitted by Lydia Craemer, Moodie and Robertson)

Internet prayer

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Technologist, grant me ...

the **Serenity** to accept that not everything can be found on the Internet ...

the **Courage** to go to the Library ...

and the **Wisdom** to evaluate the information that I find.

(Submitted by Lydia Craemer, Moodie & Robertson)

