

the *Chronicle*

Philadelphia Regional Chapter
Medical Library Association, Inc.
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William Rush Exhibition on View at The Wistar Institute

Sometime about 1808, the renowned Philadelphia physician Caspar Wistar, namesake of The Wistar Institute, asked the sculptor William Rush to make a series of large-scale anatomical models. Rush, known as a maker of civic statuary and ships' figureheads, responded with the strangest works of his career: a massive inner ear, a cumbersome jaw, and some 19 other large-scale models in wood and papier-mâché of human body parts.

The seven surviving models are on view with related works for the first time in “Mammoth Scale: The Anatomical Sculptures of William Rush.”

Attendees at the Chapter’s November 8 Fall Meeting will have the opportunity to view “Mammoth Scale” during the reception following the program. Members who are unable to attend the meeting are welcome to visit this free yearlong exhibition during regular public hours, 9 a.m. to 5 p.m, Monday to Friday.

The creation of Rush’s oversized anatomical sculptures stems from the popularity of the medical lectures Caspar Wistar gave as chair of anatomy at the University of Pennsylvania. Teaching classes with as many as 500 students, Wistar found it impossible to demonstrate minute anatomical structures to his large audiences. He commissioned Rush to create the oversized models so that his lectures would be understandable to everyone who attended.

“These models are a fascinating part of American medical and art history,” says Alexander Nemerov, Ph.D., guest curator of the exhibition and professor of the history of art at Yale University. “Rush’s anatomical sculptures are, above all, democratic objects, designed to allow greater numbers of students to attain professional expertise.”

“Mammoth Scale” displays for the first time several of Rush’s anatomical sculptures that were previously believed lost. The exhibition is the first to focus exclusively on Rush’s anatomical sculptures and the only to include all known surviving models, which belong to the Wistar Museum Collections. In addition to the Rush models, the Wistar Museum Collections include preserved specimens used to compare anatomical structures in states of health and disease, the dominant method of biological study in that era.

“Some of the Rush anatomical models have been displayed in art museums, but this is the first time that they will be exhibited in their own milieu,” says **Nina Long, M.L.S.**, Wistar’s Director of Library Services, Archivist, and Curator of the Wistar Museum Collections. “At The Wistar Institute, we can present these sculptures as works of art and as objects made for medical education.”

In the catalogue essay accompanying the exhibition, entitled *Great Unknowns: The Anatomical Sculptures of William Rush*, curator Nemerov explores the broader cultural and political meanings of the sculptures and examines the relationship between democracy and scale. In the early 19th century, Nemerov says, large scale signified democracy. The Rush models announce that anatomical study, previously the province of a privileged few, was now “blown up” to become the democratic domain of a great many.

“Yet Rush’s models do not merely celebrate this democratic impulse,” Nemerov writes. “In the very crudity of their heroic scale, they indicate doubts about the shift from small to large. . . . Grand yet coarse, Rush’s sculptures visualize democracy at a time when it occasioned not just optimism but unease.”

Major funding for “Mammoth Scale” was provided by the William Penn Foundation. Additional support was provided by the Pennsylvania Historical and Museum Commission, the Bay Foundation, the American Association of Anatomists, and the Barra Foundation. The Wistar Library and Archives also received a grant of \$11,000 for support of a full-day symposium on William Rush. The symposium was offered in conjunction with the opening of the exhibition and featured six speakers on topics related to the sculptures and the culture of 19th century Philadelphia, which influenced Rush's work.

The Wistar Institute, an independent nonprofit biomedical research institute dedicated to discovering the causes and cures for major diseases, is located on the University of Pennsylvania campus at 36th and Spruce streets. The entrance to Wistar’s atrium, home to “Mammoth Scale,” is on the 36th Street pedestrian walkway just north of Spruce Street. §



William Rush, *Sphenoid*, c. 1808. Pine, painted, 38" x 21" x 17". The Wistar Museum Collections.
Photo: Candace diCarlo.

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From the Chair

I would like to begin my second contribution to the *Chronicle* by sharing some information with you about my responsibilities as Chair in communicating with MLA

headquarters. Throughout the year, Chapter chairs are required to submit two documents and two reports. What follows is a brief summary of these important documents, followed by brief congratulations to one of our libraries, and a call for participation in two important Chapter activities.

The first document submitted to MLA is an updated list of Chapter officers for 2002-2003. Previous versions of the list were originally published in the printed edition of the *Directory of the Medical Library Association*. As you probably know, the print version has been discontinued in favor of an online one. Links to the current officers for all Chapters are available on MLANET (<http://www.mlanet.org/chapters/>).

The second is a statement of goals and objectives for the year. These goals and objectives, which appear in this issue of the *Chronicle*, were approved by the Board and then forwarded to MLA Headquarters. They will also be made available on our new Chapter web pages under the section titled Chapter Documents.

Finally, the last two documents consist of mid-winter and annual reports. These reports, summarizing the activities of the Chapter, are submitted to the Chapter Council Chair then forwarded to MLA Headquarters. The mid-winter report is due November 15. The annual report will be due sometime in spring 2003. Both reports will be available to membership via the *Chronicle*, the Web, or both.

Stepping aside for a moment from the previous discussion, I would like to extend congratulations to our colleagues at Thomas Jefferson University for being spotlighted by MLA as part of National Medical Library Month (NMLM). By the time you read this, the month-long October observance will soon be coming to a close, or over. If you get a chance, please take a look at the enticing menu from the JEFFLINE Cyber Café as well as with other innovative brochures featured at the MLANET NMLM Web site (<http://www.mlanet.org/press/nml-month/>).

In closing, I would like to invite all interested members to help shape the direction of the Chapter by participating in the update of our strategic plan or by serving on a committee. If you are interested in working on the strategic plan, please contact me via e-mail (epd103@psu.edu) or telephone (717-948-6373). It is also not too late to serve on a Chapter committee. The application form takes less than five minutes to complete and is conveniently available on the Web (<http://www.personal.psu.edu/~epd103/mlaphil/committeeapp-1.html>). §

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Chapter Goals and Objectives, 2002-2003

GOAL 1: ADVOCACY

a: Recognition

OBJECTIVE: To recognize and honor member achievements.

RESPONSIBILITY: Communications, Program, and Nominating Committees

b: Promotion

OBJECTIVE: To increase the visibility of health sciences librarians and information professionals among regional governing, educational, and service organizations.

RESPONSIBILITY: Government Relations Committee, Chapter Council Representative, and Chapter Council Alternate

c: Cooperation

OBJECTIVE: To seek out partnerships with other regional library and information organizations.

RESPONSIBILITY: Education and Credentialing and Program Committees

GOAL 2: PROFESSIONAL DEVELOPMENT

a: Continuing Education

OBJECTIVE: To provide timely and relevant educational opportunities using traditional (lectures and workshops) and alternative delivery vehicles (satellite and self-paced learning).

RESPONSIBILITY: Programming and Education and Credentialing Committees

b: Programming

OBJECTIVE: To explore and offer innovative programs that reflects the current practices in health sciences librarianship and information management.

RESPONSIBILITY: Board of Directors, Programming, and Education and Credentialing Committees.

c: Credentialing

OBJECTIVE: To promote, encourage, and facilitate Chapter members' applications to the Academy of Health Information Professionals.

RESPONSIBILITY: AHIP Liaison and Communications Committee

GOAL 3: INFORMATION TECHNOLOGY

a: Information delivery

OBJECTIVE: To explore new opportunities for providing access to important organization documents and distribute information to the membership using the Chapter Web pages, newsletter, and electronic mailing list.

RESPONSIBILITY: Board of Directors, Archives and Communications Committees.

b: Information Management

OBJECTIVE: To investigate new opportunities for providing access to and digitization of our Chapter documents.

RESPONSIBILITY: Archives and Communications Committees.

GOAL 4: LEADERSHIP

a: Knowledge management

OBJECTIVE: To monitor MLA's Center of Excellence in Health Information Education and its relationship and impact upon the Chapter.

RESPONSIBILITY: Board of Directors, Education and Credentialing, and Communications Committees.

b: Benchmarking

OBJECTIVE: To solicit Chapter member participation in MLA's next benchmarking survey scheduled for February 2003.

RESPONSIBILITY: Board of Directors, Benchmarking Chapter Educator, Chapter Council Representative, and Chapter Council Alternate

c: Informationist Concept

OBJECTIVE: To retain a leading position among MLA Chapters in promoting the concept and role of the medical informationist.

RESPONSIBILITY: Board of Directors, Communications, and Programming Committees

GOAL 5: ORGANIZATION

a: Planning

OBJECTIVE: To update the Chapter's Strategic Plan according to the guidelines established by the Medical Library Association.

RESPONSIBILITY: Board of Directors

b: Finance

OBJECTIVE: To finish the year with revenues exceeding expenses.

RESPONSIBILITY: Development Coordinator, Board of Directors, Programming Committee, and Education and Credentialing Committees.

C: Policies and Procedures

OBJECTIVE: To review and, if necessary, revise our Chapter Bylaws to meet the changing needs of the organization and comply with MLA guidelines.

RESPONSIBILITY: Board of Directors and Bylaws Committee

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From the Editors

This issue of the *Chronicle* just seemed to grow as we worked on it. Reading over the material, it is rewarding to see the rich variety of programs offered and activities engaged in by Chapter members and associates. Historical interests at Wistar and the Mutter Museum bump up against Web Search University and DOIs. The process of constantly re-inventing ourselves as librarians seems to be going well. As if to underscore this point, the October issue of *JMLA* arrived today. Scott Plutchak's editorial "The Informationist – two years later"¹ offers his thoughtful comments on the concept, the conference², and where we are now. One comment that caught my attention in particular was that obviously a "great deal of innovative work is going on." We would probably all agree with this statement, based upon our own experiences and our discussion with colleagues at other institutions. We can also probably relate to his next point: "There is a critical need to do more documentation and to encourage people providing these [innovative] services to do sound evaluations and get them into print." Scott suggests that the Research and Hospital Libraries Sections of MLA could work together to meet this need. Chapters can also help. We encourage you to report innovative programs in the *Chronicle* as a first step in the documentation and evaluation process. We as editors are always willing to help polish a report for initial publication – it could be the start of something big!

¹Plutchak TS. The informationist –two years later. *J Med Libr Assoc* 2002 Oct;90(4):367-9.

²A conference report by Anne Seymour appeared in the previous issue of the *Chronicle*. A further report appears on pages 457-463 of the issue noted above. §

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Member & Library News

The *Middle Atlantic Perspective*, July 2002, reported that **Gail Gill**, former Director of Library Services, Lewis B. Flinn Library, Delaware Academy of Medicine, was honored by the Academy on May 2 for her 27 years of dedicated service to the Library and to the Academy itself. It further noted that the Academy has named the "Gail P. Gill Consumer Health Library" in her honor, and that the Governor of Delaware sent a proclamation that was read at this event. There were more than 150 people in attendance. She will continue at the Academy as a part-time consultant.

Cynthia McClellan, Public Services Librarian, Health Sciences Library at Stratford, University of Medicine and Dentistry of New Jersey, gave the keynote address at the Upstate New York & Ontario Chapter of MLA's October Annual Meeting. Her talk was entitled "Q & A NJ: Live Reference Service in a Multitype Library Project."

Judy Schaeffer-Young, Director of the Arthur Bedell Memorial Library, Wills Eye Hospital, reports the relocation of the library to new quarters at 840 Walnut Street, Philadelphia, PA 19107; telephone and fax numbers remain the same.

Elizabeth Warner, Coordinator, Information Literacy Programs, and **Bradley Long**, Senior Information Services Librarian, Scott Memorial Library, Thomas Jefferson University, have received the Grace and Harold Sewell Memorial Fund stipend from the Public Health/Health Administration Client Relations Committee of MLA. Funding is for attendance at the 2002 American Public Health Association Annual Conference in Philadelphia, November 9-13.

Kevin Block, Manager, Access Services, Scott Memorial Library, Thomas Jefferson University, and **Karen Wallingford**, Senior Commercial Information Analyst, Wyeth-Ayerst Pharmaceuticals, are authors (with Eric Vogel, M.D.) of "Finding the Evidence: Teaching Medical Residents to Search MEDLINE," published in the July 2002 issue of the *Journal of the Medical Library Association*.

Ellen Justice and **Sharon Easterby-Gannett**, both Medical Librarians at Christiana Care Health Services Medical Libraries, created a poster, "Using Informatics to Improve Information Retrieval Skills," which was presented at the MLA meeting in Dallas in May.

JoAnn Babish, Director, Library, Moses Taylor Hospital, Scranton, edited an article "CHI Services: CAPHIS in Dallas- MLA 2002" in the *National Network*, July 2002. She edits this column regularly, and would welcome ideas for columns, as well as guest columnists!

In July 2002, the **Drexel University** Board of Trustees voted unanimously in favor of merging MCP Hahnemann University into Drexel. As a result of that merger, the **MCP Hahnemann Libraries** are now collectively the "**Health Sciences Libraries**" component of the Drexel library system, while retaining their separate names- i.e., the Hahnemann, Moore and Queen Lane Libraries.

Staff Changes:

Patti Insetta-Rath has assumed the position of Senior Project Manager, Infotrieve Library Services, responsible for the management of the Infotrieve onsite library operations group at the Johnson & Johnson Pharmaceutical Research and Development Division located in Springhouse, PA, Raritan, NJ and La Jolla, CA; she was previously Manager of Published Information Resources at DuPont Pharmaceuticals, Wilmington.

Rachel Resnick is now Research Librarian, Library of the Polisher Research Institute, Madlyn and Leonard Abramson Center for Jewish Life, presently located in Jenkintown, PA, but moving to Horsham, PA. She had been Manager, Library Services, Medical Library, Doylestown Hospital.

Kristina McShea is the new Clinical Information Librarian at Pennsylvania Hospital. She is a recent Drexel University School of Library and Information Science graduate, whose previous position was at Drexel's Hagerty Library in the Interlibrary Loan Department. §

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Web Search University

This past spring, I was awarded a Chapter grant to attend Web Search University, organized and produced by Information Today, Inc. This conference was held at the Crystal City Marriott in Arlington, VA, September 23-24, 2002. It featured an all-star list of speakers from the online industry, such as Reva Basch, Greg Notess, Danny Sullivan, Mary Ellen Bates, Gary Price, and many more. These are all highly-respected and well known names among online searchers. The purpose of the conference was to update attendees on the very latest developments in web searching. In fact, web changes occur so frequently that some of the speakers actually had to modify their presentations at the last minute, as changes (such as Google's news tab) happened the very morning of the conference.

The keynote speaker, Reva Basch, shared her perspective on the state of web searching today, and on emerging trends that might shape our experiences in the years ahead. Other sessions included "Power Web Searching", given by Greg Notess, which explored the advanced capabilities of major search engines, with a special emphasis on unique features and capabilities of the main web search engines. Power search features were emphasized; these are very useful in tracking down hard to find information on the web. "Search Engines: Getting Under the Hood," given by Danny Sullivan, demonstrated how you can become a better searcher by understanding the algorithms, indexes, command languages and functionality behind the search engines.

Web Search Academy was held the afternoon of the first day. During this time, intensive tutorials from among seven top information services and search engines were offered. Attendees were able to choose four sessions. I attended sessions from Hoover's, FAST, Dialog, and Google. These sessions were taught by trainers and product developers, and provided an in-depth overview of each service. Particularly interesting was the session on Google, taught by expert searcher and editor of *Online*, Marydee Ojala. Also very

informative was the session from FAST, covering their alltheweb.com tool, which is becoming one of the major search engines.

The sessions on the second day were packed with useful information. Mary Ellen Bates' discussion on "Making Choices: Fee or Free" gave us some good ideas on selecting the resources we use to search. The Business Research tactics session updated the attendees on the latest developments in business sources and tools. Chris Sherman's session on "Strategies for Searching the Invisible Web" discussed the deep resources buried in the invisible web, often overlooked by web searchers who just use the traditional search engines. He discussed some strategies for deciding when we should search the invisible web. The final session of the conference, Gary Price's "Price's Pearls: Top Web Tools & Resources," was overflowing with information on becoming a successful web searcher. Price reviewed the newest and best resources, tools, and strategies.

I'd like to thank the Chapter for awarding me the grant to attend Web Search University. It was an enjoyable, and very intense, two days. More information was packed into the sessions at this conference than at any other library event I've ever attended! I learned a lot of useful strategies and many tips by the experts in the field. It was well worth attending. Thank you again! §

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Mutter Museum of the College of Physicians of Philadelphia

Anyone who has experienced a fun and fascinating tour of the Mutter Museum under the guidance of its director Gretchen Worden will be delighted to know that her book on the Museum has just been published by the College of Physicians and Blast Books. The book, appropriately titled *Mutter Museum of the College of Physicians*, features photographs of over 100 items in the Museum's varied collection. These photographs, by an impressive array of contemporary photographers, have appeared previously in the College's popular wall calendar series. Historical photographs from the Museum's archive collection are included as well. Gretchen will be discussing the book and signing copies at Borders Center City (1727 Walnut St.) at 7pm on Tuesday, October 29. If you miss her there and you have never visited the Museum (the preserved megacolon gives new meaning to the prefix mega-), run, do not walk, to 19 South 22nd St. where you can explore the amazing collection everyday of the year except Thanksgiving Day, Christmas Day and New Year's Day. For more information, see: <http://www.collphyphil.org> §

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Meet Your Fellow Chapter Members:

Profile #1 : Mignon Adams

Current/Past Positions in Chapter: President, 1993-1994; Vice-President, 1992-1993.

Present Professional Position: Since 1985, I've been the Library Director of the J.W. England Library. In 1985, it was the Philadelphia College of Pharmacy and Science, but now it's the University of the Sciences in Philadelphia. (There are many of us in the local MLA who have had to cope with name changes.)

Previous Professional Experience: Before coming to PCPS/USP, I worked for 12 years in various positions at the Oswego campus of the State University of New York. After coping with 150-inch annual snowfalls there, I feel that I've moved south to the tropics! I also started a community college library and ran school libraries serving students from pre-kindergarten to high school. Oh, and I've been a high school English teacher and a temporary secretary. Little did I know that my keyboarding skills would prove invaluable later on!

What do you find most interesting about your work? Librarianship is one of the most exciting professions I know of. Where else do you get to work with people who are intellectually inquisitive, caring about those they serve, and always ready for a good conversation? Anytime I find someone who is unhappy in his or her profession, or wondering about a career choice, I boost librarianship, to the point that my husband has to remind me: "Mignon, not EVERYBODY wants to be a librarian." "They would if they knew what it was like," I mutter in response. Further, over the past 15 years, our profession has changed completely. The excitement of keeping up and of finding that there are new solutions to old problems has added extra fun to being a librarian.

What qualities or traits do you find most helpful in your work? A high tolerance of ambiguity. A willingness to adopt changes (some of those I work with might think too willing). Loving what I do.

What do you enjoy doing "for fun"? Hey, I'm a librarian: I read, and am an active user of public libraries. I'm also an avid film-goer. But the most fun is playing with my eight grandchildren and two ditzy Pugs.

Is there anything about you that others might be surprised to know? I was born in Chickasha, Oklahoma, a place that Easterners are not quite sure could exist. I'm also a registered voter of the Chickasaw Indian Nation; my grandfather was a "mostly-Indian" who married a white woman and moved to town.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? Professional organizations are essential to keep librarians alive and abreast of a changing profession. Those who stay inside their own libraries soon forget that there are other ways of doing things and other ways of looking at problems. My

activities in both MLA and ACRL have kept me aware of where we should be going. As a plus, you get to work with an even larger assortment of intellectually inquisitive, caring and interesting folks.

Profile #2 : Rod MacNeil

Current/Past Positions in Chapter: Co-chair with Andrea Kenyon of the Local Arrangements and Hospitality Committee for next October's Quint MLA/SLA meeting; Chair of the 1991 NY-NJ/Philadelphia MLA Chapter joint meeting.

Present Professional Position: I manage computer support for faculty, staff and students at Penn's Medical School. We serve approximately 5000 individuals in buildings scattered across the medical complex. I work with a great team of technical folks, almost all of whom I hired since coming to Penn three years ago. We provide a variety of desktop and server support services to our users.

Previous Professional Experience: My last position was at a start-up company in Princeton that created an alternative to venture capital financing for new technology start-ups. I joined the firm as the 4th employee, to organize their business information and do research. Eventually, I became responsible for their computer system as well as office equipment and facilities. I experienced a lot of "they didn't teach me this in library school" in that position. I began my professional library work at Exxon in their occupational medicine and industrial safety information center. When I became involved with the Philadelphia Chapter/MLA, I was coordinating access services at Temple's Health Sciences Library.

What do you find most interesting about your work? I like the variety. Any day can involve a wide range of learning, problem solving, interaction with our staff and clients, meetings, project management, and strategic decision-making and planning. I like seeing and hearing from users who are satisfied with our services.

What qualities or traits do you find most helpful in your work? Patience. Efficiency. Good listening skills. Ability to communicate effectively in-person, via e-mail (individually and to groups) and on the phone. More patience. Lots of energy. Good negotiating skills. Even more patience.

What do you enjoy doing "for fun"? Most outdoor activities--walking, hiking, bicycling, kayaking. Cooking/entertaining. Going to the theater for dance, plays and performances. Traveling--I just came back from a mini-vacation camping on an island in San Francisco Bay. Reading. Occasionally, I even complete the book my book club has selected.

Is there anything about you that others might be surprised to know? I am serving as Vice-President/President-Elect of a synagogue, Mishkan Shalom. Mishkan is affiliated with the Jewish reconstructionist movement which is based in Philadelphia.

Why would you encourage members to become actively involved in the Philadelphia Regional Chapter? Great people. A real professional network. Involvement in the Chapter provides an opportunity to develop skills that you might not have an opportunity to do in your daily work responsibilities. I've also had a lot of fun meeting and socializing with other Chapter members. §

Edited by Linda M.G. Katz
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Changes to MLA-PHIL Listserv Security

Because of a recent spate of spam that seems to have originated through the MLA-PHIL listserv, I have made two overdue changes to the listserv security options. From now on, only persons who are subscribers to the list may post messages to the list. Also, from now on, only a subscriber may review the list of subscribers to the list. Both of these changes should affect very few individuals and hopefully will eliminate spam being sent through the list. If someone who is not a subscriber wants to post a message to the list, please refer him or her to me so that I can post the message to MLA-PHIL. §

Kevin Block
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Program Alert! Save the Date!

The Philadelphia Regional Chapter of the MLA is jointly sponsoring a teleconference on the "Patriot Act" and issues of confidentiality in libraries on December 11th. The teleconference will be held in the auditorium of the American College in Bryn Mawr. Each participant will receive 3 MLA approved CE hours for attending. Watch for more details from the Program Committee. Sponsorship of the program is being shared by Philadelphia chapters of MLA, SLA and ARL . The program will be an opportunity to see how other types of libraries are responding to this legislation. §

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Chapter Membership

It is time to renew your MLA Philadelphia Regional Chapter membership for 2003. You have two options to access a form: 1. Go to the web site below, fill out the form, print it and mail it to me with your check for \$15.00. DO NOT SEND THE FORM BACK TO ME VIA EMAIL SINCE YOU NEED TO SEND A CHECK TO RENEW!! 2. Print out the renewal form, fill out and return to me with your check. Thanks!

<http://www.mlaphil.org/membapp.html> Jo-Ann Babish Director, Library Services Moses Taylor Hospital Scranton, Pa 18510 jbabish@mth.org voice 570-340-2125 fax 570-963-8994 §

Philadelphia Regional Chapter Medical Library Association Chapter Membership
Renewal 2003. Please send a check in the amount of \$15.00 made payable to the Philadelphia Regional Chapter/MLA and send with this form to: Jo-Ann Babish, Moses Taylor Hospital Library Services, 745 Quincy Ave., Scranton, Pa 18510 Please complete:

Name: _____

Title: _____

Library: _____

Institution: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____ Email: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Please check here if you prefer to have mailings sent to your home address: ____

Type of library affiliation: ____ Academic ____ Consultant ____ Corporate ____ Hospital
____ Nursing ____ Public ____ Retired ____ Student ____ Vendor ____

Areas of Responsibility: ____ All areas (one person library) ____ Administration
____ Archives/Special collections ____ Information Access/Delivery ____ Information

Technology ____ Public Services ____ Technical Services ____ Vendor

Quint Meeting: One Year and Counting!

Next year at this time, we will be recovering from having hosted a very successful, well-attended, informative and fun "Quintessential" meeting of five regional chapters of MLA and SLA. Yes, it's hard to believe, but we have exactly one year to plan and organize the first, five chapter, joint MLA/SLA meeting which will be held October 26-28, 2003, at the Society Hill Sheraton. The Philadelphia Regional Chapter is primarily responsible for Local Arrangements/Hospitality, a committee co-chaired by Andrea Kenyon and Rod MacNeil, but we have chapter members participating on all committees. There is still time for you to volunteer to help with Local Arrangements, Program, Financing/Budget, Fundraising/Vendors/Exhibitors, Continuing Education, or Publicity. Just contact me and I will put you in touch with the right person.

The Steering Committee, which is made up of representatives from all five chapters, will be meeting in Philadelphia on November 11. Look for more information about the program, CE offerings, and other details after that date.

Anne Seymour
Co-Chair, Quint Meeting
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The TechnoHumanist

If a colleague asked you what the acronym DOI represents, what would you say? Since this is a library-related column, you would know DOI is neither a clone of the CBS television hit series *CSI: Crime Scene Investigation* nor Department of Obscure Information. DOI stands for Direct Object Identifier.

Unless you work in electronic journal/book collection development, there is a good chance you may not have heard of DOI. When you read the literature on DOI, a certain amount of confusion is bound to arise. This is because the literature sometimes addresses DOI as a concept, and sometimes as a system. I will attempt to address both.

Direct Object Identifier (DOI) is a creation of the Association of American Publishers, the trade association. You may understand that the music industry was fighting the application of a new technology to its industry when it sued Napster. The publishing industry, on the other hand, decided to embrace new technologies in order to *manage electronic intellectual property*. Broadly defined, *intellectual property* can be an online article, electronic book, sections of a book, file or an image, etc. *Management of intellectual property* can also be applied in its broadest sense to include copyright, distribution and access rights.

So, what is a Direct Object Identifier (DOI)? A DOI is a unique, persistent identifier of a digital intellectual piece of property. Think of it as a universal access code similar to the

universal product codes of items in stores. The DOI identifies the object rather than defining its content. For example, the DOI of an article I have made up, entitled “Material Girl in a Medical World,” would not tell me if the article is about Madonna, lifestyles of rich and famous women doctors, or uniform fashions in the medical environment.

A DOI is a unique string of alphanumeric characters. It has two elements - a prefix and a suffix. Before a DOI is assigned, the publisher or rights-holder must obtain a prefix from a registration agency, authorized by the International DOI Foundation (IDF), to assign DOIs. The first few DOI characters are the prefix that will identify the registration agency and the publisher of the object, just as the first few digits of an ISBN identify a book’s publisher. This prefix is followed by forward slash (/) which identifies the object to a level of granularity defined by the publisher. In other words, the publisher defines the object. A publisher could specify that an object is an image, a specific paragraph of an article or book, or a full-text book. If a book or article has a DOI, can you still have DOIs for images, graphics or paragraphs within that book/article? Yes. For instance, my “Material Girl” article can have DOIs for the article as well as for any images the publisher wants to tag.

The DOI is persistent because it permanently accompanies the object throughout its existence. It will always be possible to find the object even if its owners change ISPs, domain names, move to different servers or if the rights to the object are sold to another person/organization. Those pesky 404 web messages, informing you that a page or file cannot be found at this URL, may become a thing of the past.

How does the system work? First, after the publisher/rights-holder creates a DOI, both the DOI and the location of the object are stored in the publisher’s server. Next, the DOI information is sent to the server of the registration agency and listed in its DOI Directory. This registration agency server uses software system known as “the handler system.” It is called “the handler system” because it seamlessly resolves requests between user and the server, which contains the desired object. It functions as a router.

For instance, suppose that I want an article on the history of the Nobel Prize in Medicine that includes pictures of all the winners of the Nobel Prize in Medicine. My Google search finds a site that has what I want. The site has two DOIs – one for the article and another for the images. I click on the article DOI and the request is sent to the registrant agency with the DOI Directory. The server looks in the Directory, locates the DOI, and finds that DOI is at the University in Stockholm and sends my request to Stockholm. In theory, the Swedish server reads the DOI and locates the article. However, something else may happen instead. The Stockholm server can (a) relay the article to me; (b) send me to a login page; or (c) let me complete an electronic form for a copy of the article. Most of the literature I have read does not consider options (b) and (c) to be proper use of Direct Object Identifiers. The DOI is supposed to identify my article -- not determine the method by which the article is retrieved.

One of the strong points of this system is that the user does not need to know who has the object requested. Using my Noble Prize example again, if the University in Stockholm sold the rights of the article to NLM, all they would have to do is notify NLM. Of course, NLM would need to have the DOI and the article location on its server. Then, my request would be relayed to NLM instead of Stockholm. All this would happen in the background, without my knowledge.

If you are asking yourself what happens if the rights-holder goes out of business or forgets to inform the DOI Directory server that it has sold the rights to another organization, the answer is that you cannot retrieve the materials. In the case of failed businesses, no one has discovered a method for maintaining materials and their DOIs so that users can still have access to them. With regards to lapses of memory in business procedures, again, no one has discovered a permanent cure for this.

Aside from the issues just mentioned, there are many questions still to be answered regarding DOIs. In a case where the materials can be accessed through multiple vendors, who has the rights to the DOI? DOIs are also about who should be compensated for the use of intellectual property. If a *New York Times* article is in the newspaper's database and in *Lexis-Nexis*, who should get the DOI and any royalties associated with the article? Will each vendor assign a DOI to this article? How do authors cite a DOI in their bibliographies? Many researchers and scholars get references from bibliographies. How will they know where to find an article DOI? How will this affect Fair Use? If an instructor wants to make copies of a DOI article, who do they contact? If universities and libraries start assigning DOIs to their documents, who will be responsible for that job?

These are just a few of the questions that must be addressed before libraries can implement a DOI system.

Direct Object Identifiers have the potential to profoundly affect how digital information is paid for and distributed to all users. It is a concept that is here to stay. In my opinion, it is not a question of *if* we want to implement DOI, but rather a question of *when* and *how* we will do it.

If you would like to learn more about Direct Object Identifiers and their use, please read or visit the following: Academic Press DOI Information
<http://www.academicpress.com/doi/>.
DOI from a publisher's point of view.

International DOI Foundation homepage
<http://www.doi.org/>
Links to articles, FAQs, Handbook and more on DOIs.

"DOI: A New Identifier for Digital Content" by Paula Berinstein,
<http://www.infotoday.com/searcher/jan98/story4.htm>.
Excellent overview of DOI with a section on the issues DOI presents to information professionals.

“The DOI is Coming: Tracking Digital Information” by Davida Scharf. *Information Outlook* 6, no. 9 (2002), pages 6-9.

"DOI or Don't We?" by Priscilla Caplan, *The Public-Access Computer Systems Review* 9, no. 1 (1998) <http://info.lib.uh.edu/pr/v9/n1/capl9n1.html>. Nice, clear introduction to DOI.

“DOI: The Persistence of Memory” in the PLA: Public Library Association’s TechNotes section, http://www.pla.org/publications/technotes/technotes_doi.html. Good introduction to DOI with an excellent bibliography.

What is a DOI?

One-page discussion DOI from Whatis.com

<http://whatis.com/doi.htm>

Having seen how new technologies such as MP3s and DOIs revolutionize and change the way we do our jobs, I can understand why the British marched to a particular tune at their surrender in Yorktown. Story has it that when General Cornwallis came to the surrender ceremony at Yorktown, Virginia, on October 19, 1781, the Colonial army marched to the tune of *Yankee Doodle*. The British marched and furled their colors to the tune of *World Turned Upside Down*. The truth is that it cannot be historically proven whether the British did or did not play that tune. However, it makes a good story. See you next time!

§

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Deadline 12/01/02

CALENDAR

October is National Medical Librarians Month. Check out <http://www.mlanet.org/press/nml-month/index.html> and see how your colleagues are celebrating!

Fall 2002 Drexel University College of Information Science & Technology

Location: Drexel University, 3141 Chestnut St., Philadelphia, PA

Information: (215) 895-2474 or info@cis.drexel.edu

Registration: http://www.cis.drexel.edu/grad/cpe/cpe_registration.asp

Oct. 25: PHP & MySQL for Web Database Creation

Oct. 29: Finding the Law Online: Legal Research for Non-Lawyers

Oct. 30: Web Services: Just the Essentials, Please

Oct. 31: Web Services: A Techie's-Eye View

Nov. 1: Current Awareness Delivery Options for Marketing Your Library (and Yourself!)

Nov. 4-7: User Interface Design & Evaluation Boot Camp, Days 1-4

Nov. 8: Virtual Reference: Taking the Reference Desk into Cyberspace

Nov. 12 & 13: Relational Database Modeling

Nov. 15: Dreamweaver MX for Web Database Creation

Dec. 2 & 4: Project Management for Information Technology

Dec. 5 & 6: Essentials of Use Case Requirements Documents

Dec. 10 & 12: Essentials of Network Technology

Fall, 2002 PALINET Workshops

Location: PALINET, 3000 Market St., Suite 200, Philadelphia, PA

Registration & Information: (215) 382-7031 or <http://www.palinet.org/>

Oct. 25: Descriptive Cataloging for Paraprofessionals [9:00am-3:30pm]

Nov. 1: African-American Resources Online [9:00am-3:30pm]

Nov. 6: ILL Micro Enhancer Basics [9:00am-12pm]

Nov. 7: Union List Basics [9:00am-3:30pm]

Nov. 13, Dec. 3: OCLC Connexion Service for Current OCLC Catalogers:

Learning the New Interface [9:00am-3:30pm]

Nov. 19: Custom Holdings Lab [9:00am-12pm]

Nov. 20: Cataloging Editing Basics Using the OCLC CatME Software [9:00am-3:30pm]

Nov. 26: Advanced ILL for the Web Interface [9:00am-3:30pm]

Dec. 12: OCLC ILL Direct Request Service & the FirstSearch/ILL Link: Getting Started [9:00am-12pm]

Oct. 28-29

LIBRARIES & THE FUTURE: MYTHS & REALITIES

Sponsor: PALINET Annual Conference & Vendor Fair

Location: Hilton Hotel & Tower, Harrisburg, PA

Registration: <http://www.palinet.org/>

Nov. 6

STN PATENT FORUM

Sponsor: CAS/STN

Location: Philadelphia Courtyard Downtown, 21 N. Juniper St. at City Hall, Philadelphia, PA

Time: 9:00am to 4:00pm

Cost: free

Information: (800) 848-6538, Ext. 3549 or wksp@cas.org

Registration: <http://www.cas.org/training/regform.html>

Nov. 8

Philadelphia Chapter, MLA Fall Meeting

Location: Grossman Auditorium, Wistar Institute, Philadelphia, PA

Time: 1:00pm

Cost: \$15.00 to: Susan Couch, Information Specialist
Library, National Board of Medical Examiners
3750 Market St., Philadelphia, PA 19104

Information: scouch@mail.nbme.org

Nov. 8-13

IMPROVING THE NATION'S HEALTH

Sponsor: AAMC [Association of American Medical Colleges] Annual Meeting.

Location: San Francisco, CA

Information: <http://www.aamc.org/>

Nov. 9-13

BIOMEDICAL INFORMATICS: ONE DISCIPLINE

Sponsor: AMIA [American Medical Informatics Association] Annual Meeting.

Location: San Antonio, TX

Information: <http://www.amia.org/meetings/annual/current/main.html>

Nov. 13

INSPEC TRAINING WORKSHOP

Sponsor: DIALOG

Location: West Group Information Center, 1735 Market St., Philadelphia, PA

Cost: free

Registration & Information: (732) 321-5575 or inspec@inspecinc.com

Nov. 14

REAL WORLD COMPETITIVE ANALYSIS

Sponsors: Philadelphia Chapter. SLA & SCIP [Society of Competitive Intelligence Professionals]

Location: Sheraton Suites Philadelphia Airport, Philadelphia, PA

Time: 5:30pm to 9:00pm

Information: Smarvin@wcupa.edu

Nov. 16

KNOWLEDGE MANAGEMENT IN THE 21ST CENTURY (The 1st "KM Summit")

Sponsor: ASIST [American Society for Information Science & Technology]

Location: Wyndham Franklin Plaza Hotel, Philadelphia PA

Registration & Information: <http://www.asis.org/>

Nov. 16-17

2ND CONFERENCE ON THE HISTORY & HERITAGE OF SCIENTIFIC & TECHNICAL INFORMATION SYSTEMS

Sponsor: ASIST & Chemical Heritage Foundation

Location: CHF, 315 Chestnut St., Philadelphia, PA

Registration & Information: (215) 925-2222 Ext. 301 or toddw@chemheritage.org

Deadline: Nov.1

Nov. 18-21

ASIST 2002 ANNUAL MEETING

Location: Wyndham Franklin Plaza Hotel, Philadelphia, PA

Registration & Information: <http://www.asis.org/>

Nov. 21

KEEPING UP WITH NLM'S PUBMED, THE NLM GATEWAY & CLINICAL TRIALS.GOV

Sponsor: MARL

Location: New York, NY

Registration & Information: <http://nnlm.gov/mar/online/request.html>

Nov. 22

TOXNET ON THE WEB

Sponsor: MARL

Location: New York, NY

Information: (800) 338-7657

Registration: <http://nnlm.gov/mar/online/request.html>

Dec. 11

SAFEGUARDING OUR PATRONS' PRIVACY: What Every Librarian Needs to Know About the USA PATRIOT ACT & Related Anti-Terrorism Measures

Satellite Teleconference

Sponsors: SLA, AALL, ALA, MLA, ARL

Time: 12:00pm - 3:00 pm, EST

Location: Various; locally: American College, 270 S. Bryn Mawr Ave., Bryn Mawr, PA

Information: <http://www.arl.org/patriot/index.html>

Site Registration: <http://db.arl.org/patriot/default.html>

Jan. 24-29, 2003

AMERICAN LIBRARY ASSOCIATION: MIDWINTER MEETING

Location: Pennsylvania Convention Center, Philadelphia, PA

Information: <http://www.ala.org/events/midwinter2003/>

"Virtual SLA" -- SLA's website features PowerPoint presentations from the Library Assessment & Benchmarking Institute for "learning practical strategies for measuring & communicating value."

<http://www.sla.org/content/learn/withcolleagues/LAB2002/index.cfm> §

Treasurer's Report

The Philadelphia Regional Chapter/MLA Citizen bank account, as of October 21, 2002, has a balance of \$7350.55 with all transactions recorded in a Quicken database. §

Linda M.G. Katz
2002-2004 Treasurer
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The next deadline is February 14, 2003