

BC Library Trustees' Assoc.

From: BC Library Trustees' Assoc. [admin@bclta.org]
Sent: Friday, September 29, 2006 12:56 PM
To: BCLTA-Liaisons (bclta-liaisons@interchange.ubc.ca); BCLTA - Library Board Chairs (lib-bd-chairs@interchange.ubc.ca)
Cc: 'bclta-bod@interchange.ubc.ca'
Subject: BCLTA - Upcoming Television Program about Online Library Databases

To: Library Board Chairs and BCLTA Liaisons

For your information ...

Regards,
 Maureen Black
 Executive Director, BC Library Trustees' Association

----- Original Message -----

From: "BCLA Office" <office@bcla.bc.ca>
 To: "BCLA listserv" <bcla-list@moon.bcpl.gov.bc.ca>
 Sent: Tuesday, September 19, 2006 12:18 PM
 Subject: Dotto Tech press release - Season 5 online library resources segment

An episode in the upcoming season of Dotto Tech will feature a hands-on look at using your local public library's online database resources. Episode Three, airing at 11:30 am on Saturday, October 7th, will include a segment demonstrating some of the features and benefits of licensed database usage. Host Steve Dotto will walk viewers through the process of logging in, selecting a database, conducting a basic search, and then refining the search parameters. The episode will appear on CHUM's local television stations including Citytv Toronto, Citytv Vancouver, Citytv Calgary, Citytv Edmonton, Citytv Winnipeg, A-Channel Barrie/Toronto, A-Channel Ottawa, A-Channel London, AChannel Windsor, A-Channel Wingham, A-Channel Victoria/Vancouver and CKX Television (Brandon).

"I see first hand how Google-dependent we've all become, and it's a little bit disturbing", said host Steve Dotto. "Google is a wonderful tool, but there is no way to measure the legitimacy of the information obtained, and the number of spurious hits can make using Google for genuine research a frustrating experience. We're trying to show viewers that there are better tools available through their local libraries, which have the same remote access convenience."

"It's a shame that these high-quality, high-value resources aren't used more frequently," adds Deb Hutchison, Head of Reference for the West Vancouver Memorial Library. "My own mother, who is a regular visitor to the library, has actually paid for an article from the Vancouver Sun that she could have downloaded for free through the public library! And I'm certain there are many more folks like her out there. I find that once people know about library databases, they use them avidly. The trouble is how to make it possible for patrons to find them in the first place."

The segment will also be posted as a video clip on the Dotto Tech website

after the initial broadcast, and libraries or library systems interested in making it available on their websites can request a link to it.

www.DottoTech.com