

# LIBRARIES

## UNIVERSITY OF WISCONSIN–MADISON

### CONTACT THE LIBRARIES

#### General Information

608-262-3193

[www.library.wisc.edu](http://www.library.wisc.edu)

#### Article and Book Delivery

[www.library.wisc.edu/delivery](http://www.library.wisc.edu/delivery)

#### Ask a Librarian

[www.library.wisc.edu/ask](http://www.library.wisc.edu/ask)

#### Comments

[www.library.wisc.edu/mail](http://www.library.wisc.edu/mail)

#### Friends of the UW–Madison Libraries

[www.library.wisc.edu/friends](http://www.library.wisc.edu/friends)

#### Library and Information Literacy Instruction

[www.library.wisc.edu/instruction](http://www.library.wisc.edu/instruction)

#### Library Liaisons

[www.library.wisc.edu/directory/liaisons](http://www.library.wisc.edu/directory/liaisons)

#### Parallel Press

[parallepress.library.wisc.edu](http://parallepress.library.wisc.edu)

#### Reserves/Course Pages

[www.library.wisc.edu/reserves](http://www.library.wisc.edu/reserves)

#### Scholarly Communication and Publishing

[www.library.wisc.edu/scp](http://www.library.wisc.edu/scp)

#### Technical Questions

[www.library.wisc.edu/mail/emailltform.html](http://www.library.wisc.edu/mail/emailltform.html)  
608-262-8880

#### UW Digital Collections

[uwdc.library.wisc.edu](http://uwdc.library.wisc.edu)

### Welcome from UW–Madison Libraries Director

I hope you will begin your busy fall semester with a visit to one of UW-Madison's great libraries. If you haven't visited a campus library recently you may be in for a surprise. Libraries have been changing fast to keep up with the rapidly evolving learning environment and the rising expectations of information users. You will find excellent collections; learn about electronic resources available to you 24/7; and meet skilled staff ready to help you with your research needs. Last year more than four million visitors came to the campus libraries for group study, research, multimedia, and IT learning tools. I've also heard that it's one of the best places on campus to make new friends. I look forward to seeing you in one of the campus libraries soon.

— Ken Frazier, Director, General Library System



### Libraries and Faculty Work Together to Improve Information Literacy

Sarah McDaniel, Senior Librarian  
Library and Information Literacy  
Instruction Program

UW–Madison Libraries instructional staff are available to work with faculty to help students develop the skills, strategies, and the knowledge base needed to find, evaluate, and use information effectively. Librarians will help faculty with course learning goals and assignments to improve students' information literacy skills and to promote the development of valuable research skills. Every campus library has staff specializing in information literacy in their fields. Instructional staff are familiar with research methods and curricula in each program or major and can provide customized instructional services.

Each year, campus Libraries teach

more than 2,500 library instruction sessions, reaching more than 32,000 learners. Instructional support can include instruction in a library or classroom. Additionally, librarians can provide instructional materials integrated into Learn@UW or the online Library Course Pages that student access through the MyUW portal. Librarians are also available to help faculty and instructors in assignment design, syllabus enrichment, and curriculum consultation.

One example of instructional support is the strong partnership the Libraries have with the First-Year Interest Groups program (FIGs). In fall 2008 librarians worked with sixteen different FIGs groups. Librarians assist in developing library course Web pages to highlight major research resources for class assignments, meet

with classes to discuss specific sources and research strategies, and also meet with students individually to provide additional assistance. Instructional staff also provide class or individual sessions on RefWorks, a citation management software program that helps students manage, organize, and cite the information they find.

Instructional librarians are also available to work with advanced undergraduate and graduate courses on information literacy skills and resources in a specific discipline. For more information about the instructional services for faculty or students visit: [library.wisc.edu/inst-services/](http://library.wisc.edu/inst-services/) or contact Sarah McDaniel, Coordinator for Campus Library & Information Literacy Instruction at 262-4308, or email: [smcdaniel@library.wisc.edu](mailto:smcdaniel@library.wisc.edu).



# A Hidden Gem: The Grants Information Collection at Memorial Library

Nikki Busch, Librarian  
Reference and Information Services

Learning how to research and identify grants effectively is a beneficial skill; now more than ever faculty, staff, and students are finding effective grant-seeking skills a necessity rather than an option. The current economic climate may mean that funding resources you have come to depend on have less money available to distribute. Learning how to effectively seek external funding is an important skill and having the ability to hone these skills will allow for greater success. The Grants Information Collection (GIC) is an excellent place to perfect your grant-seeking skills.

The GIC is your “one-stop shop” for information on funding opportunities relevant to any research, project, professional

development, or personal educational needs. Besides a wealth of print and online grants research tools, the GIC provides various other services including collection orientation and tours, course-specific instruction, regularly-scheduled workshops, and one-on-one consultations. A grants librarian is available to speak at departmental meetings, brown-bag lunch sessions, staff and student orientations, and as a guest lecturer.

Grant research requires individuals to be knowledgeable when determining which grantors to approach. It is important to be able to identify promising grant-makers; specifically ones interested in the type of assistance you are seeking. The GIC is a great place to learn how to identify these potential resources. The variety of services and friendliness of the



staff will ensure that you have a successful and pleasant experience researching and applying for grants.

You can visit the GIC in-person on the 2nd floor of Memorial

Library (near the reference desk) during regular library hours. More information on grant research is also available at [grants.library.wisc.edu](http://grants.library.wisc.edu).

## Libraries Experimenting with 2-D Barcode Mobile Technology

Sheila Stoeckel, Librarian  
Library & Information Literacy  
Instruction Program

As smart phone technology advances and the popularity of these devices rises, those who provide information services and support to students are exploring new ways to use this technology. The UW-Libraries are currently experimenting using 2-D barcode technology with mobile phones. When a barcode-reading application is installed on your Web-enabled smart phone, the camera can be used as a barcode scanner. You can snap a picture of a barcode and the application will direct the phone's Web browser to the site encoded in the barcode. Thus, snapping a picture of a 2-D barcode becomes analogous to clicking a link on a Web page; the picture of a code in the real world takes your phone's Web browser to the Internet!

The Libraries started experimenting with smart phone technology this summer during campus tours



and SOAR. Several libraries placed 2-D barcodes on their front doors. When photographed, the library's 2-D barcode directs the phone's browser to a Web page displaying information about that specific library (e.g., hours, descriptions, services, and maps). In the future 2-D barcodes could be used to enhance displays and exhibits, collections, and instruction. For more information about how to use the Libraries' 2-D barcodes see: [www.library.wisc.edu/2dbarcode/](http://www.library.wisc.edu/2dbarcode/).

## Subject Liaison Librarians: An Open Gateway to Library Resources and Services

Tom Durkin, Librarian  
Social Science Reference Library

The Libraries have designated point-of-contact librarians—called subject liaisons—for each department and subject area on campus. These librarians are subject experts and advocates for each department/subject area, and provide faculty, researchers, and students support for research and teaching. A subject liaison works within the university community to deliver information from or about the libraries to a specific user community, academic department, or program. Their objective is to serve as a reliable, convenient, timely, and accessible contact person for that community, and to advocate for their needs within the libraries. If faculty or students from that community are in need of assistance, the liaison librarian is available to provide help, or quickly forward the question to another librarian, to help users come to a solution.

Subject liaison librarians provide among other things:

- Alerts (e-mail, RSS feed, table of contents)
- Citation management (EndNote, Refworks)

- Customized instruction (in person, online tutorials, teleconferences)
- Library Course Pages (customized web pages, reserves)
- Publication, funding & promotion support (citation verification, open access)
- Purchase requests
- Research consultations

The communication networks fostered by liaison librarians also benefit the libraries. These librarians work closely with faculty and students and are in a good position to gather information about the campus communities. They provide valuable input to library administration so that resources and services can be improved, expanded, and integrated to appropriately fit teaching, learning, and research requirements.

The campus subject liaison librarians regularly meet in discussion forums to share information, so there are opportunities to share, learn and plan together to build greater consistency of knowledge and service quality. A searchable list of the subject liaison librarians and their areas of specialization is available at [www.library.wisc.edu/directory/liasons](http://www.library.wisc.edu/directory/liasons).

## Go Big Read Common Book Program and Lecture

*In Defense of Food: An Eater's Manifesto* by Michael Pollan, was chosen by Chancellor Biddy Martin in spring of this year to be the first book of the Go Big Read Common Book Program.

For the past twenty years, Michael Pollan has been writing books and articles about the places where the human and natural worlds intersect: food, agriculture, gardens, drugs, and architecture. Pollan examines the modern American food landscape where the deceptively simple question of what to eat has been muddled by the numerous and often conflicting claims of food producers, marketers, and nutrition experts.

In support of the Go Big Read program, the UW campus and the Madison community will be hosting and offering a variety of events and book discussions throughout the academic year.

Fall events kick off with a Michael Pollan visit to Madison, Thursday, September 24 through Saturday, September 26.

The following two events are free and open to the public:

- Go Big Read/Humanities Without Borders lecture: Thursday, September 24, 7 p.m., Kohl Center
  - Keynote speech at the Food for Thought Festival: Saturday, September 26, 10 a.m., Capital Square
- For more information about the Go Big Read program or other ways to get involved visit the program's Web site: [www.gobigread.wisc.edu](http://www.gobigread.wisc.edu).

## Wisconsin Book Festival Event

David Rhodes and Jane Hamilton  
 Saturday, October 10, 2009  
 7:30 p.m.  
 Promenade Hall,  
 Overture Center for the Arts



Photo by Lewis Koch

The Friends of the UW-Madison Libraries are sponsoring two nationally acclaimed Wisconsin writers. David Rhodes, of Wonewoc,

makes his first appearance in Madison since last year's publication of *Driftless* marked the return of this major American writer. This is his first publication since an accident left him paralyzed in 1977.



Joining Rhodes will be bestselling novelist Jane Hamilton, a book festival favorite ever since she sang a cappella at the inaugural Fest

in 2002. Her newest book, *Laura Rider's Masterpiece*, is a provocative, satirical tale, simultaneously funny and dark.

## The Latest from Parallel Press

The most recent book from UW-Madison Libraries' Parallel Press is *Shadows*, the final volume of UW-Madison Professor Harold Scheub's storytelling trilogy. The trilogy was inspired by Scheub's many journeys to Africa. The first two volumes, *Story* (UW Press, 1998) and *The Poem in the Story* (UW Press, 2002), trace the connection between the performer and the storyteller. In this third volume, Scheub uses his extraordinary analysis to bring to the surface the layers, the deeper meanings that he calls shadows, from stories originating in Europe, North America, and Asia, from the

early African oral story to the more contemporary stories of Eudora Welty.

*Wind Chill Factor: Translations of the Cold* is a collection of poetry and stories written by UW-Madison International Students as a result of an exhibit that was initially created for the UW-Madison Memorial Library. The project began with UW-Madison graduate students from around the world writing in their own languages about their experiences with the winter and cold in Wisconsin. The exhibit contained their writings and collections of books and stories about winter and the cold. Works were included in a variety of languages and disciplines to illustrate the diversity of the library collections. This chapbook is a compilation of their writings.

Recent poetry chapbooks include *Where We Live* by Don Thompson, *Formal Impulse* by John Pidgeon, *Target Practice* by Jan Chronister, and *Going Wrong* written by Marilyn Taylor, who is Wisconsin's current poet laureate.

# Digital Collections Center Engages New Audiences through Social Networking Sites

Vicki Tobias, Librarian  
 UW Digital Collections Center

Interested in Islamic architecture? Bertold Brecht? Wisconsin environmental history? The University of Wisconsin Digital Collections Center (UWDCC) provides worldwide online access to digitized texts, photographs, audio and video. During the past eight years, UWDCC has digitized more than two million pages of text and 60,000 images, in partnership with UW System faculty and students to create illustrative and valuable digital resources.

Earlier this year, the UWDCC began showcasing these resources using a variety of social networking sites and services. UWDCC hopes to promote and render these remarkable collections more discoverable by a new generation of users with these Web technologies. Here are some examples of how we're using Flickr, Facebook, Twitter, and Zazzle.

### Flickr

Flickr is photo sharing site that allows users to upload and share images. The UWDCC has an extensive Flickr collection that documents our campus history. Take a trip down memory lane viewing historic images of Memorial Union or browse a gallery of Greek houses. The collection also includes spectacular images from rare library volumes, originally digitized for the UWDCC Decorative Arts and Material Culture collection. You can view these Flickr collections images at [www.flickr.com/photos/23327394@N05/](http://www.flickr.com/photos/23327394@N05/).

### Facebook

There probably aren't too many students these days (or even faculty) in need of an explanation of this social networking site. Peek over their shoulder and you'll find many students frantically updating their status or chatting with friends. Now anyone can sign up to be a "fan" of UWDCC at [digital.library.wisc.edu/1711.dl/uwdc-fb](http://digital.library.wisc.edu/1711.dl/uwdc-fb) and receive periodic updates on new digital resources and featured

items from the collections. Comments about the collections are always appreciated.

### Twitter

If you prefer to receive information in 140-character sound bites, then the UWDCC Twitter feed is perfect for you! Tweeting several times a day, staff share highlights of interesting and often humorous images, or lesser known but valuable research materials, available in the collections. This fall, UWDCC will present "You Caption It"—an opportunity for Twitter followers to interact with the collections and suggest their own image captions. Follow the UWDCC Twitter feed at [twitter.com/UWdigiCollec](http://twitter.com/UWdigiCollec).

### Zazzle

In the latest effort to expose the collections to a wider audience, the UWDCC recently launched a Zazzle storefront. Zazzle is an online service that allows customers to purchase framed or unframed image reprints from the UW digital collections. UWDCC staff monitors the demand and requests and will add more im-



ages to the Zazzle store in the coming months. The collection currently includes a variety of dynamic and iconic images from the UW-Madison archives. You can see the collection at [www.zazzle.com/uwdigitalcollections](http://www.zazzle.com/uwdigitalcollections).

For more information about the UW Digital Collections Center, their resources and services, or completing a digitization project with the group, visit the UWDCC Web site at [uwdc.library.wisc.edu](http://uwdc.library.wisc.edu).

## EXHIBITS AND LECTURES

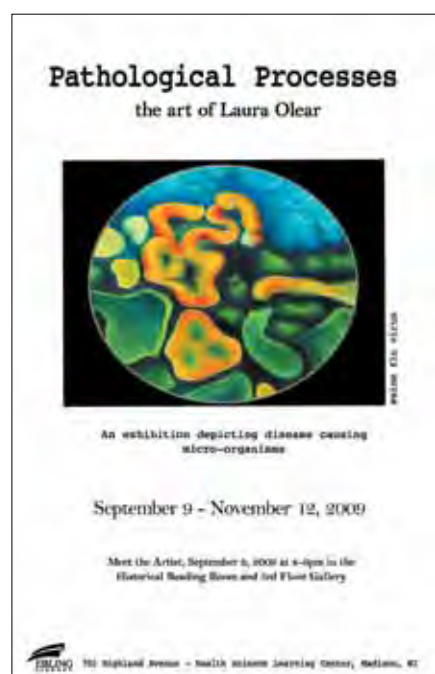
**From Madeira to Maui to the Mainland to Madison**

July–December 2009  
Mills Music Library  
B162 Memorial Library

This exhibit marks the 130th anniversary of the arrival of the ukulele into Hawaiian music. The exhibit includes instruments, recordings, method books, song collections, and a wealth of information about the instrument and its players. The exhibit has a companion Web site ([music.library.wisc.edu/exhibits/ukulele09](http://music.library.wisc.edu/exhibits/ukulele09)) featuring audio and video examples, additional listening, and a list of print and Web sources used for the exhibit text.

**Pathological Processes**

September 9–November 11, 2009  
Ebling Library  
3rd Floor Galleries



An exhibit of works by Chicago artist Laura Olear's opened in Ebling's 3rd floor Galleries on September 9. "Pathological Processes" includes large-format oils and inkjet prints depicting disease-causing microorganisms (including the swine flu virus), which draw the viewer in with their resonance, composition, and vibrant colors. Visit the artist's Web site for a preview of her work at [www.lauraolear.com](http://www.lauraolear.com). Olear hopes to elicit discussion regarding the perceptions of the true nature of the body, disease, and health, with her stunning, provocative works. Contact information: Micaela Sullivan-Fowler, 262-2402, or [msullivan@library.wisc.edu](mailto:msullivan@library.wisc.edu).

**It's Good for You: 100 Years of the Art and Science of Eating**

September 2009–March 2010  
Ebling Library  
3rd Floor Historical Reading Room

In conjunction with the university's "Go Big Read" events, Ebling Library for the Health Sciences will feature "It's Good for You: 100 Years of the Art and Science of Eating." This historical exhibition will include resources from Ebling's collections as well as enhancements from other campus collections. The exhibition will highlight some of the nutritional trajectories between health care professionals, researchers, and the public. Food pyramids, vegetarianism, John Harvey Kellogg, fad diets, and the role of authority and culture in deciding what we eat (or don't eat) will be covered in this lively exhibition.

The opening lecture—September 22, 3-4 p.m., in HSLC's auditorium 1325—will feature Gail Underbakke, a dietitian in the Preventive Cardiology Program at the University of Wisconsin–Madison Medical School. The opening reception for the exhibition will follow from 4 to 6 p.m. in the 3rd floor Historical Reading Room. The exhibition runs through March 31, 2010 and is open to the public. Contact information: Micaela Sullivan-Fowler, 262-2402 or [msullivan@library.wisc.edu](mailto:msullivan@library.wisc.edu).

**Science Circa 1859: On the Eve of Darwin's Origin of Species**

November 23, 2009–  
March 12, 2010  
Special Collections,  
9th Floor Memorial Library

The exhibit will showcase holdings of campus libraries and honor the 150th anniversary of the publication of Darwin's pathbreaking *The Origin of Species*, by exploring the state of science in the decade prior to its publication in 1859. Students enrolled in History of Science 350 will help plan and install the exhibit by selecting, describing, and assessing the importance of scientific research and popularizations of the 1850s. The exhibit will be supplemented online at [specialcollections.library.wisc.edu](http://specialcollections.library.wisc.edu).

**Cartonera Publishers Conference 2009**

October 8 – 9, 2009  
Room 126 Memorial Library

The conference *Cartonera Publishers: Recycling Latin American Bookscapes / Libros cartoneros: Reciclando el paisaje editorial en América Latina* will take place October 8 and 9, in Room 126 Memorial Library and elsewhere on the UW–Madison campus. The purpose of the conference and workshop is to bring together the community of scholars and members of eight different *cartonera* publishing houses from Argentina, Brazil, Paraguay, Bolivia, Peru, Mexico, and Chile. The conference will also serve to introduce the *cartonera* community to the faculty, students, and Madison community. The conference is free with no registration required. It will also mark the publication of *Akademia Cartonera: The Primer of Latin American Cartonera Publishers*, by the UW–Madison Libraries' Parallel Press. For more information see [library.wisc.edu/cartoneras](http://library.wisc.edu/cartoneras).

**FELIX: A Series of New Writing**

■ K. Silem Mohammad  
Thursday, October 15, 2009  
4:30 p.m.  
126 Memorial Library

The Friends of the UW–Madison Libraries will host K. Silem Mohammad, the author of three collections of poetry. His poems have been published in many of today's leading small press literary journals online and in print. He is co-editor with Richard Greene of two essay collections. Mohammad edits the poetry journal *Abraham Lincoln* with Anne

Boyer and maintains the poetry and poetics blog {"lime tree}: Practicalities and Possibilities", at [lime-tree.blogspot.com](http://lime-tree.blogspot.com). A reception follows.

■ Thursday, September 17, 2009  
4:30 p.m.  
Ed Roberson  
126 Memorial Library

The Friends will also host Ed Roberson, described in the *American BookReview* as "one of those deeply skilled poets... who have worked far outside that matrix of professional critics and reviewers where literary reputations are determined." In March 2008, Roberson won the prestigious Shelley Memorial Award from the Poetry Society of America. Roberson's sixth volume of poetry, *The New Wing of the Labyrinth*, has just been published by Singing Horse Press.

**Did You Know?**

■ You can reserve a study room. More than forty study rooms are available for reserve by groups or individuals throughout campus. Study rooms are located in College, Ebling, Memorial, Steenbock, and Wendt libraries. Reservations can be made at: [studyrooms.library.wisc.edu](http://studyrooms.library.wisc.edu).

■ Laptops (PC and MAC), still and video cameras, and projectors are available for check-out at more than fifteen locations on campus. For more information on how to check-out these items see: [ecs.library.wisc.edu](http://ecs.library.wisc.edu).

■ You can ASK a Librarian in a variety of ways: chat, IM, telephone, e-mail, in-person, or by appointment. Go to the Libraries' Web site to find out more: [www.library.wisc.edu/ask](http://www.library.wisc.edu/ask).

■ You can rent movies or TV shows from College Library for up to three days. College Library's Open Book Collection has more than 800 DVDs to choose from. Information about the collection and the latest DVD purchases can be found at: [www.college.library.wisc.edu/about/collections](http://www.college.library.wisc.edu/about/collections).

■ You have a library liaison. These subject-specialist librarians serve as principal contact points for many departments and research centers. They can provide assistance with: services, collections, research consultations, customized instructional sessions, library Course Pages, citation verifications, purchase requests, recommendations of alert services, and managing citations. Find your library liaison here: [www.library.wisc.edu/directory/liasons](http://www.library.wisc.edu/directory/liasons).