



Elihu Burritt Library Newsletter

Library to Host Exhibit Celebrating Sesquicentennial of Whitman's *Leaves of Grass* by Frank Gagliardi and Ed Centeno

Walter (Walt) Whitman was born May 31, 1819, the second of eight children in West Hills, Long Island. At the age of four, the family moved to Brooklyn due to the high demand for carpentry work. Walt left school by the time he was eleven and became an apprentice at a local newspaper. While working as a carpenter, printer, editor, journalist and publisher, he became aware of need for a literary voice to represent the common people.

It was during this period of his life that he developed a free verse style of poetry and with the help of the Rome Brothers printers, Whitman self-published *Leaves of Grass* on July 4, 1855. With the publication of this revolutionary book, Whitman finally answered Ralph Waldo Emerson's 1843 essay calling "for an original national poet, one who would sing of the new country with a new voice..."

To celebrate the sesquicentennial of this seminal volume, the Burritt Library along with several departments on campus have planned a series of events entitled "Look Back On Me: New England Celebrates the 150th Anniversary of Walt Whitman's 1855 Edition of *Leaves of Grass*".

Several major events are planned for September 22nd and 23rd. Through the efforts of Dr. Robert Dowling of the English Department, several distinguished visitors will give lectures and participate as panelists. Among the invited guests are Billy Collins, the former poet laureate of the United States, Karen

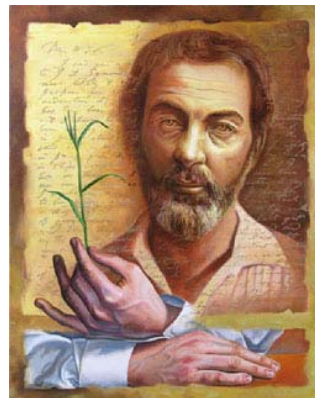
Karbiener, faculty member at New York and Columbia Universities, who is curator of the exhibit at South Street Seaport Museum entitled "Whitman and the Promise of America", and Martin Espada, professor at the University of Massachusetts, who has been described as the Latino poet of his generation. Noted Whitman scholars Jerome Loving, professor of English at Texas A & M and David S. Reynolds, professor of English at the Graduate Center, City University of New York, will also appear. The scholarly proceedings will be interposed with performances by the Theatre and Music Departments of Whitman's work and compositions inspired by Whitman.

In conjunction with the events, the Burritt Library will host "Images of Walt Whitman: The Commercialization of an American Original" from July 1st through September 30th. Drawn from the collection of Mr. Ed Centeno, this exhibition will consist of colorful and whimsical items depicting Walt Whitman's name and image through commercial advertising material. Among the items in the exhibit are philatelic material, buttons, posters, pop art, advertisements, postcards, paintings, cartoons, photographs, bookseller's catalogs, sheet music, matchbooks, periodicals and labels. The exhibit will also include the depiction of Whitman in children's literature as well as the use of the poet as a gay icon. A facsimile of the 1855

edition of *Leaves of Grass* will be displayed along with the 3rd edition published in 1860.

A website has been created to provide additional information about the Whitman celebration. The site will be continually updated as the schedule of events is finalized.

<http://library.ccsu.edu/lib/archives/Whitman/>



Miguel Tio "Leaves of Grass" (Homage to Walt Whitman)
Oil and acrylic on canvas, 2005
Reproduced with permission.



Howard Cruse "Us Boys Reading Whitman"
Pen and ink
Reproduced with permission.

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Announcements

Burritt Library Welcomes New Library Faculty

We are pleased to announce the addition of Susan Slaga to the Reference Department. A CCSU alumna, Susan holds a Master of Library and Information Science degree from Simmons College. Her principal duties are library instruction, reference service, and library promotional activities. She also teaches a section of the library skills course, LSC150. Welcome Susan!

Edward Iglesias will join the library faculty in June as Systems Librarian. Iglesias holds a Master of Library and Information Science degree from the University of Texas at Austin and a Master of Arts degree in English from Texas A&M University. He has held positions at Loyola University and Delgado Community College in New Orleans. His recent research pertains to the application of open source software in academic libraries.

New Library Service for CCSU Faculty and Students

Would you like to receive a list of new books, videos, CDs, and other library materials in your subject of interest via e-mail on a regular basis? If "yes," please contact Yelena Mushkatina, a librarian at CCSU email: mushkatina@ccsu.edu or 832-2079.

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(Not) for Librarians Only by Nick Tomaiuolo

What: OCLC / Yahoo! Toolbar
Action: Similar to WORLDCAT – finds resources in nearby libraries; unlike WORLDCAT, no subscription is required.

The availability of a toolbar that identifies libraries holding specific books should be welcomed by readers perceiving the Web as bane as well as those perceiving it as boon. Late in 2004 Yahoo! and OCLC (Online Computer Library Cen-

ter) officially launched a free co-branded toolbar providing one click access to “Open WorldCat” (Open WorldCat is presently a subset of the full 57 million items listed in subscription WorldCat). It has been reported that more, if not all of the database, will be available over time.

The toolbar, which is available for free download for Internet Explorer at <http://www.oclc.org/toolbar>, features

OCLC’s whirligig WorldCat logo. Enter the title of a book and you’ll be taken to a page to refine your search and even search local catalogs (figs. 1 & 2).

So for those who believe the Web is populated with marginal content and those who advocate for the Web as a revolutionary information juggernaut, here’s a utility that bolsters the mass of authoritative substance on the Internet.

“The availability of a toolbar that identifies libraries holding specific books should be welcomed by readers perceiving the Web as bane as well as those perceiving it as boon.”

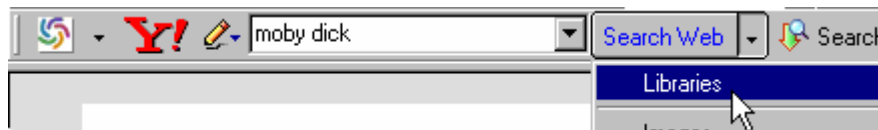


Fig. 1 . OCLC / Yahoo! Toolbar search for Moby Dick

Find in a Library powered by WorldCat

About Tips on Using For Librarians Send Feedback

Local Libraries

Moby Dick.

By: Herman Melville
Type: English : Book : Fiction
Publisher: New York, Macmillan, 1962.
Subjects: Ahab, Captain (Fictitious character) -- Fiction.
 Whaling ships -- Fiction.
 Ship captains -- Fiction.
 Mentally ill -- Fiction.
 Whaling -- Fiction.
 Whales -- Fiction.

Find Related: [Title/Author Search](#)

Fig. 2. Item found; user specified locality; libraries shown with item in proximity

To locate libraries with this item, enter a postal code, state, province or country:

Library Name	Distance (miles)*	City	State/Province Country	Library Info	Library Type
West Hartford Public Library	1	W Hartford	Connecticut		Public
Connecticut State Library	2	Hartford	Connecticut		State / Provincial
New Britain Public Library	4	New Britain	Connecticut		Public

ILL Demystified 3: “What Does Copyright Have to Do With Me?”

by Kimberly Farrington

“I need ten articles from the magazine ‘Personality and Individual Differences’. Can’t I get them through Interlibrary Loan? That’s what ILL is for, right?”

Have you ever asked the Interlibrary Loan office for a whole issue of a magazine? If you did, you might have received a note from our office telling you that we cannot request all the articles in a magazine issue because it violates copyright. Or, upon making a similar request, perhaps you were one of the fortunate few who were informed that the journal issue requested was available at a library nearby. Or, have you ever received an article requested through interlibrary loan from the British Library Document Supply Centre? These articles arrive with a slip saying that it was “copyright cleared”? What does that mean?

Any of these scenarios are possible depending on the given journal request. United States copyright law protects the rights of the copyright holder, usually the author or creator of the intellectual property, which include books and magazine articles. Requesting all the articles from a single journal or magazine issue violates copyright because reproducing the whole magazine issue hinders sales. Therefore, we are bound by law to keep statistics on every magazine article requested at CCSU within the past five years. We also track how many times each journal has been requested along with the date the article appeared over the course of a calendar

year. When the Burrirt Library purchases materials, including books and magazine subscriptions, we buy the rights to have our patrons use the items. For this type of use, we are protected under the First Sale Doctrine. For example, if the item is requested by another library via interlibrary loan, this rule still applies but only if it is loaned in whole. However, when articles or chapters are copied from a magazine or book and delivered to the borrowing library, we are not protected by the Doctrine of First Sale, but rather by an exemption to the copyright law dealing specifically with the reproduction of pieces of original works such as magazines or books.

As easy access to these materials through electronic databases blossomed in the 1970s and 80s, guidelines were created based on United States copyright law to address how much copying of material through interlibrary loan was permitted under the guise of Fair Use. These guidelines specify when libraries should pay copyright royalties. Publishers traditionally have taken issue with interlibrary loan and the repeated copying and sharing of materials. In their view, interlibrary loan cuts into profits since it allows one library to purchase a subscription and then supply articles to other libraries. The publishers believe they lose money from the subscription that is not being purchased, which in turn causes subscription prices to rise. Rising costs of magazine subscriptions force libraries to cancel subscriptions and restrict the number of titles that

they purchase.

Thus, the “rule of five” was created to further define the 1970 Fair Use guidelines. The “rule of five” allows the Burrirt Library to borrow up to five articles from any one magazine title from the last five years. Our office runs a weekly report that tracks this information. When a request for a sixth article is received, we order the material from a copyright cleared document delivery supplier, such as the British Library Document Supply Centre. Or, if the journal has repeatedly appeared on our report and we feel that it would be useful to other patrons, we would recommend the title for purchase.

Copyright fees can be expensive. Publishers set the fees; and when we purchase the material we have to pay the copyright fee on top of the price that the document delivery supplier charges. As mentioned in the beginning of this article, we may find that the journal is held at a local library and will advise the patron to use the material there. However, this tends to be a rare occurrence. We usually find that the materials our patrons need are so specialized that we have no choice but to purchase the article from a document supplier.

So, what does copyright have to do with me? Be aware that these laws exist and that the content of the articles requested are the property of someone else. Cite them properly and know that you are allowed to use the material within the bounds of Fair Use for your research and projects.

“Requesting all the articles from a single journal or magazine issue violates copyright for the reason that reproducing the whole magazine issue hinders sales. Therefore, we are bound by law to keep statistics on every magazine article requested at CCSU within the past five years.”

New Burritt Library Resources for Historical Research, Investing, Test Preparation and More!

by Susan Slaga

This year the Burritt Library acquired some new web-based resources to assist students and faculty with their learning and research needs. They allow researchers expanded access to online articles, citations and other helpful information. These databases include The Historical New York Times, Social Sciences Citation Index, LearningExpress Library and Value Line.

The *Historical New York Times* is a wonderful full-image digital archive of the entire run of the "Paper of Record" from 1851 through 2001. It provides quick, accurate access to events as reported by the nation's leading newspaper along with photos, display and classified ads, comics and cartoons, maps, editorials and commentary, and literary criticism. Try it and discover the ease and practicality of searching a range of years concurrently over searching through the annual cumulations of some print indexes or microfilm collections. Library users looking for primary sources for historical research will find the *Historical New York Times* to be an excellent resource.

The *Historical New York Times* offers basic and advanced searching and allows researchers to print and e-mail articles, citations, and images. It is a valuable and welcome addition to the Burritt Library collection.

The *LearningExpress Library* provides online practice tests and a tutorial course series designed to help students, faculty and adult learners with academic or licensing tests.

Immediate scoring, complete answer explanations, and an individualized analysis of results are available. Practice tests are available for exams such as the GRE, GMAT, PRAXIS, LSAT, MCAT, Business Writing, TOEFL, Job and Career Test Preparation.

The *Social Sciences Citation Index* provides access to current and retrospective bibliographic information, author abstracts and cited references found in over 1,700 scholarly social science journals covering over 50 disciplines. The general index covers the social science literature from 2001-present, though a cited reference search will retrieve citations to articles published before 2001. In addition, citation alerts can be set up to notify researchers by e-mail when new citations matching their search parameters become available. This database is great for Education and Social Science majors and faculty as well as other related disciplines. Funding for our subscription to Social Sciences Citation Index was generously provided by the Ed.D. program in Educational Leadership.

For the latest stock and industry information, the Burritt Library now offers a web counterpart to accompany the print version of the *Value Line Investment Survey*. Both consist of the following:

The *Ratings & Reports* section contains one-page reports on approximately 1,700 companies and more than 90 industries. Each com-

pany report contains Value Line's Timeliness, Safety, and Technical ranks, financial and stock price forecasts for the coming 3 to 5 years, and an analyst's written commentary.

The *Summary & Index* contains an index of all stocks in the publication as well as many up-to-date statistics to keep investors informed about the latest company results. It also contains a variety of stock "screens" designed to help investors identify companies with various characteristics.

The *Selection & Opinion* section contains Value Line's latest economic and stock market forecasts, one-page write-ups of interesting and attractive stocks, model portfolios, and financial and stock market statistics.

To obtain the password to access the web version of Value Line, students and faculty must enter their BlueChip ID and CONSULS PIN from Value Line's [INFO] link found on the library's digital resources pages (<http://library.ccsu.edu/lib/diglib.php>).

All of these resources are accessible from the Burritt Library website (<http://library.ccsu.edu>). Just click on the "Digital Library Resources" link and then select the name of the database from the A-to-Z list. You must either 1) enter your BlueChip ID and CONSULS PIN or 2) login through Central Pipeline to use the databases from off-campus. If you have any questions about these featured resources or any of the library's other databases, please stop by or call the Reference Desk at 832-2060.



Library Holds 3rd Annual Faculty Recognition Program by Lynn Johnson-Corcoran

The library's faculty recognition program continued into its third year of recognizing recently promoted and tenured faculty by inviting them to choose a book to be bookplated in their honor. In 2004, 21 members of the faculty participated in the program.

The highlight of the program was the reception held on December 1st in the Special Collections room. As they enjoyed their refreshments, the honorees and guests pe-

ruled the exhibit of books that had been chosen. A feature of the program is that faculty members are asked to write a brief statement about the book they have selected. Many of the comments about the effect a book had on choosing a career or on some aspect of the selector's personal or professional life were quite intriguing. This was confirmed by the lively conversation that erupted as faculty members noted the books selected by their col-

leagues.

Photographs of the 2004 exhibit and the books with accompanying statements have been added to the library's website (<http://library.ccsu.edu>). To view the exhibit, go to the homepage and click on the 'Library Exhibits' link.

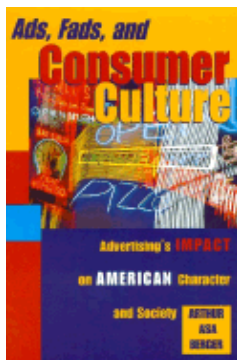
The library plans to continue the program for the coming year. If you receive promotion or tenure in 2005, please watch for your invitation and plan to be a part of this popular event.

You Can Sell a Book by Its Cover: Ruminations on Advertising and Consumer Culture by Debbie Herman

For better or worse, the American identity, particularly since the dawn of the 20th century, is bound up with that of consumer. Although the industrial revolution brought with it methods of mass production without which we'd be lost (imagine a trip to the grocery store weighted down with empty sacks to carry flour, crackers and other sundries), this increased productivity necessitated greater consumption in order to balance the equation. A pay raise or second job helps too... or Visa if you're like me.

Indeed, the genesis of advertising has everything to do with maintaining this balancing act. Modern advertising and product packaging, itself a powerful form of promotion, came about during the last few decades of the 19th century when the ability to mass produce products began to outpace the economic wherewithal or desire to consume. Beginning with patent medicines, advertising for consumer goods on broadsides, in magazines such as *Collier's* and the *Saturday Evening Post*, and directly on the products themselves (Hires root beer, incidentally, originated as a patent medicine marketed as a "delicious temperance beverage [that] strengthens and purifies the blood") was aimed at an emerging class of middle managers and civil servants with social aspirations and disposable income.

Having neither of these, I must nevertheless confess to indulging in the bliss occasioned by an afternoon of shopping. I thoroughly admit to begging my husband during my final month of pregnancy to venture out on a wintry night for a bag of caramel Hershey kisses I saw advertised on T.V. Advertising, the history of retailing and consumer culture are topics to which I have continually returned while slogging through an M.A. program in American Studies, though it might be argued that I'm a little too close to my subject to maintain any sort of objectivity. Nevertheless, I've come across some great books on the topic during the course of my studies that I'd like to share, some weighty, some fun—so find yourself a comfortable seat, put up your Nikes®, enjoy a Coke™ and relax!



Adcult USA: the triumph of advertising in American culture by James B. Twitchell. Columbia University Press, 1995. Stack Level 4 - HF5813 U6 T87 1996

Ads, fads and consumer culture: advertising's impact on American character and society by Asa Arthur. Rowman & Littlefield, 2000. Stack Level 4 - HF5823 B438 2000

Advertising and popular culture by Jib Fowles. Sage, 1996. Stack Level 4 - HF5805 F69 1996

Advertising the American dream: making way for modernity, 1920-1940 by Roland Marchand. Stack Level 4 - HF5183 U6 M26 1985

Captains of consciousness: advertising and the social roots of the consumer culture by Stuart Ewen. McGraw-Hill, 1976. Stack Level 4 - HF5813 U6 E94

High & low: modern art, popular culture. Museum of Modern Art, 1990. Stack Level 4 - N6490 V3 1990

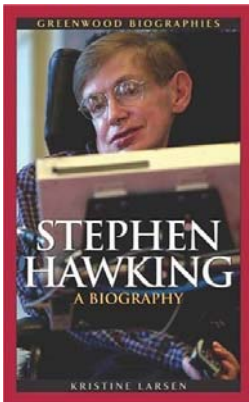
Soap, sex and cigarettes: a cultural history of American advertising. Wadsworth, 1998. Stack Level 4 - HF5813 U6 S55 1998

The total package: the evolution and secret meanings of boxes, bottles, cans, tubes by Thomas Hine. Little, Brown, 1995. Stack Level 4 - HF5770 H56 1995



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suggestions to:
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Book Talk ***Stephen Hawking: A Biography*** **by Emily Chasse**

This first in-depth biography of Stephen Hawking written by Kristine Larsen, professor of physics, is part of the Biography Series published by Greenwood Press. Larsen met Hawking at a conference during her second year of graduate school, and her dissertation, "The Evolution of False Vacuum Bubbles in Radiating Metrics", completed at the University of Connecticut concerned Hawking luminosity.

Diagnosed with ALS (Amyotrophic Lateral Sclerosis), commonly known as "Lou Gehrig's disease", many expected Hawking's life to be short, but he never let the disease limit his career. According to Dr. Larsen, Hawking's life has been quirky from childhood so investigating it was a challenge. *Stephen Hawking*, considered to be accessible for young adults, is a perfect means for the layperson to gain insight on this vital voice in the world of black holes and cosmology. The author hopes that revealing the universe of this brilliant physicist will make for enjoyable reading.

Two previous biographies about Hawking have been published over the past 20 years. The first was a tabloid biography written by his ex-wife. The second was a very limited biography published in 1985. Larsen's volume (ISBN: 0313323925), scheduled to be published in May 2005, has been ordered and will be available in the library later this spring.