

## Sight Bites

*by Earl Mounts*

"About a year ago, a consortium of business book publishers got together to promote Business Literacy 2000, a national effort designed to make reading groups a staple of corporate America. In the last five years, at least 75 groups have been formed as a result of the consortium's efforts. For more information on the group, go to [www.bkpub.com](http://www.bkpub.com)."--Hitting the Books by Shari Caudron, in Industry Week, October 5, 1998, p.62.

"One searcher reported a repeat search in trade journals that jumped from just over \$250 the last time she ran it, to more than \$600 the week of June 1. Another noted that a table of contents search in two market research files went from \$12 to over \$40."--DIALing for Dollars; Dialog's New Pricing Structure and the DialUnit Debacle by Reva Basch in Online, September/October 1998, p.35.

"One cautionary tale: kids will bond with Furbys. The 8-year-old toy tester for this story had trouble letting go. 'Dad, I know you have to send it back [lip begins to quiver] and I know it's just a toy', she said, 'but [sniffle] it told me [sob] that it loved me [sob, sob, sob].'"--Your Kids Will Speak Furbish by Richard Folkers in U.S. News & World Report, October 12, 1998, p.73.

"Let's say you want to know about the planet Mars. If you turned to a paper-based encyclopedia, the entry might be so old it still talks about the Martian canals. But turn to the Web-connected DVD-ROM Funk & Wagnalls Unabridged Encyclopedia and you get pictures just downloaded from the Pathfinder probe now sitting on the surface of Mars."--The Funk & Wagnalls DVD-ROM/Web Encyclopedia: A Publishing Revolution's First Reference Point in E-Media Professional, September 1998, p.56.

"Exactly a third of the titles on Modern Library's list of "best" novels, including six of the top 10, have been removed or threatened with removal from bookstores, libraries and schools at some point. The Grapes of Wrath, No. 10 on the list, has been one of the most vilified works since its publication in 1939. Burned at the St. Louis Public Library immediately after publication, it also was banned from the Buffalo Public Library because of "vulgar words." It was challenged in the Greenville, S.C., schools because it used the names of God and Jesus "in a vain and profane manner" and was banned in California's Kern County where the story was set. It continues to be one of the most challenged books in schools and libraries."--Banned Books Week Champions Right to Read, Think by Ann K. Symons in The Arizona Republic, October 2, 1998, p. B6

## The Library Center: An Update on a Unique Information Services Partnership

*by Mary Grace Desiderio, Bulletin Editor*

On May 12, 1997, The Library Center, located in a beautifully restored turn-of-the century bank building in the heart of Pittsburgh's downtown district, was formally dedicated and open for business. Now the locus of the combined collections and services of the downtown Business Branch of the Carnegie Library and the Helen-Jean Moore Library of Point Park College, the Library Center offers a rare blend of services and information resources to students and the public.

Pam Craychee, Director of the Center, and Roye Werner, Head of Business Services, report statistics on use for the January through June 1998 period that reflect the enthusiastic reception of the Center's services and facilities by all types of users. In 1997, the Library Center staff answered 247,389 questions and dealt with 228,773 visitors (11 month totals). For the first six months of 1998, questions answered numbered 145,661 and the patron count stood at 92,774 which is running a little below the opening year's figures. Program attendance has increased and circulation of non-print materials has risen dramatically.

Programs sponsored by the Library Center include the traditional ones geared toward the business community, such as how to start a small business and office management skills and toward the general public, such as art and health discussions and films. New to the Center's offerings are the children's programs held on-site at day care centers throughout the downtown area. In conjunction with Barnes and Noble, the Center was the appropriate venue for a new type of program which was a talk given by Ron Chernow, author of a biography of Rockefeller, entitled Titan. For the first time, the program included the sale of the author's book.

Attendance at adult programs such as the book talk through June of this year was 3,738 and promises to surpass the 1997 total of 5,326. Attendance for the children's programs reached 6,138 in June which is near the 6,594 total for all of 1997. Pam and Roye report that the lunchtime business programs are attracting a new crowd of business people from the other end of the business district. They are investigating ways to attract more participants but competition for the business person's lunch hour is fierce. Usually reserved for client meetings or a bit of catching up, this precious time is heavily guarded by the business person. Perhaps the Center needs to sell brown bag lunches and tell attendees to bring their clients with them for the programs!

The general public, of course, has discovered the computers, and Internet use is heavy. Pam and Julie Kuchta, head of General and Circulation Services, indicate that the Center's general collection is not balanced and intended for browsing. The staff purchases fiction and nonfiction of popular and current interest in an attempt to meet the ever-changing tastes of the users. Reference materials are either very general or selected to support the college curriculum. Gaps in the Center's collection are filled by Carnegie Library of Pittsburgh's Main Library in Oakland.

How do Library Center reference librarians cope with their diverse users? The Reference staff have long served downtown area college students so dealing with Point Park students hasn't presented any dramatic, unusual problems. In actuality, the potential for advance notices of student assignments could be a real plus for reference staff. The Academic Services division of the Library Center and the academic collection which supports coursework in journalism, broadcasting, accounting, arts management, English, legal studies, and other subjects is accessible to the general public for browsing and dovetails nicely with the other business collections. Borrowing is restricted to Point Park students and faculty for special collections in the performing arts, journalism and communications, computer science, and engineering technology. The public has discovered and is making use of the college's excellent language and literature collection.

Pam notes that the Library Center operations and Joan Hamby, head of Academic Services, and her staff have survived, successfully, four accreditation visits, which many of you know strike horror in the hearts of academic librarians everywhere. Both Pam and Roye agree that the Library Center is an exciting, lovely place to work and things go well, especially when the "technology" cooperates.

The new Family Center, satellite Job and Career Education and Foundation Centers, and the GRW Theatre, which is used for Point Park lecture series and some theatre classes as well as Library programs, all make the Library Center the natural hub for the revitalization of the downtown area. For years the Business Branch staff has provided the highest quality of reference services to the downtown business community. Now, the staff of this singular enterprise is extending their reach. They are serving other users in an effort to fulfill the Library's mission as "the economic development anchor in Downtown Pittsburgh." With new businesses moving into the downtown area and efforts by civic leaders to make the area a "24 hour a day" place, Pam and her staff expect the Center's use to continue growing at a tremendous pace.

As a special note for Special Librarians, Pam invites us all to access the Library Center's excellent web page <http://www.clpgh.org/clp/libctr/>. The business resources links are the well-developed and the others are under development. She encourages us all to use [Infotrac and EbscoHost](#) and comment on their usefulness. We're sure many Special Librarians have already made the Business Branch's page their virtual home for business information. But, if you haven't looked at it recently, try it again! You'll like it!

### **Coming on Thursday, December 3, 1998:**

Pittsburgh Chapters of :

- American Association of Law Librarians
- Medical Libraries Association
- Special Libraries Association

### **Joint Holiday Party and Dinner Meeting**

Mitchell's Restaurant , 304 Ross Street

Student attendance at SLA Pittsburgh Chapter functions underwritten by Lexis-Nexis

Contact David Majka at 412-262-8359 to Register

## **The Online Job Application: Preparing Your Resume for the Internet**

\*The information below is reprinted with from The Riley Guide with author Margaret F. Dikel's permission. You can find The Riley Guide at [www.dbm.com/jobguide/](http://www.dbm.com/jobguide/). The site is supported by Drake Beam Morin.

With the growing use of the Internet as a tool in job search and recruiting, it is *necessary to have your resume ready for the Internet. Why go through the extra effort?*

1. *You can forward your resume to networking contacts or recruiting professionals through electronic mail*
  2. *You can post your resume in any of the databases you find with the hope that an employer or recruiter will find you.*
- [The Myth about The Internet, Scanning, and Your Resume](#)
  - [Why Do I Care About an Internet Resume?](#)
  - [Preparing Your Resume for the Internet](#)
  - [Resources for Resume Writing](#)

## ***The Myth about The Internet, Scanning, and Your Resume***

Many people think that with the use of scanning, resume management systems, and keyword searching on the Internet that you must develop a different resume from the one you have prepared to send via traditional mail. **This is untrue!** *You are not creating a different resume, you are merely altering the presentation format.*

When done right, your well-written, well-prepared resume will contain all of the necessary keywords to attract attention whether it is being read by a hiring manager, scanned and searched in a management system like ResTrac or Resumix, or indexed on an Internet site. Consider keeping your resume in **three** formats:

1. A **Mail Version**, highly designed with bullets, italics, and other highlights
2. A **Scannable Version**, still word-processed, but without bullets and the other design highlights
3. An **Internet Version**, a plain text document which can be sent through electronic mail or cut-and-pasted into online forms.

[Resources](#) on writing resumes are at the end of this document.

### ***Why Do I Care About an Internet Resume?***

Why should you go through the added effort of preparing an Internet resume?

**It's the fastest way to contact a potential employer or networking contact.**

Look at the Sunday classifieds in your local newspaper. Many companies are soliciting resumes via email.

**The companies want the resume in plain text.**

Read those ads in the Sunday papers closely. They frequently specify "a plain text document sent in the body of the message."

**Posting your resume in a database online for more exposure will be easier.**

Many sites allow you to build your resume on their pages by cutting-and-pasting it into a form they provide. Having your resume in plaintext means you will be ready to do this quickly and easily.

***A few things to keep in mind if you are sending your resume to someone via email.***

- Always send text in the message and then *ask if they would like a printed copy for their records*. Never assume you can attach a word-processed document to an email message.
- Unless otherwise instructed, include a cover letter and be sure to *note why you are contacting this person*.
- Send the resume and cover letter in one email message.
- If responding to an ad or job posting, use the *job title and/or noted reference number as the Subject of your message*.
- If you have found several good job listings at a particular site, consider registering your resume there. Once you have done this, you can usually send just a quick message or reference number to apply for an advertised position within the database of listings.

***WARNING:*** Some positions advertise online but do not accept resumes via electronic mail!  
*Read the instructions and follow them accordingly!*

## ***Preparing Your Resume for the Internet***

This is not difficult. Most word processors and resume-writing programs will let you save a file to *plain text*, sometimes called *ASCII*, *Text Only*, or *DOS text*. Any one of these will work.

### **1. Create your resume with the formatting and display style recommended by the people helping you or the guides you are reading.**

Check it for spelling and grammar, and read it over carefully to be sure you catch any mistakes the computer didn't.

### **2. Print a copy of the resume and then make a copy of the computer file.**

Name it *resume.txt*, and tell the program to save this to *text only*.

### **3. Using any text editor, edit the *resume.txt* file to resemble your printed resume. *Notepad for Windows and Appletext for Macintosh* are examples of text editors.**

Redo the spacing using the space bar, and add some unique characters to highlight your skills, etc., just like you did before. Remember that you may need to alter the margins a bit for the email. Count no more than **65** characters across the screen. (*Yes, you may have to sit there and count each letter and space to 65.*) Save this copy as text!

### **4. Save all copies of the files on a diskette.**

Keep that resume ready to edit, print, or email on demand.

Once you have redone your resume in the text format, mail it to yourself or to a friend to see how it looks after being mailed. This will help you identify any more formatting problems before you start sending it out to possible employers.

## ***A quick note on Highlights in Your Resume***

You cannot use bolds, underlines, or bullets in a plain text document, so consider the following characters for substitutes:

- bullets--use asterisks (\*) or plus signs (+) at the beginning of lines
- lines--use a series of dashes to separate sections. Don't try to underline text.
- bold text--consider capital letters or use asterisks to surround the text.

Don't try to highlight text within your resume, but highlight the headers or titles of each section using all capital letters.

There are several places on the Internet where you can examine other text resumes to see what other job seekers have done to present their information.

[Career Magazine](#) | [misc.jobs.resumes](#) | [Resume Databases](#)

## ***Points to Consider in Posting Your Resume***

For some people, posting a resume has been a great way to get work. For others, there is the fear that someone will get their home address and phone number or that certain people or organizations might find their resume, like their current employer. Control and confidentiality might be a concern for you, so here are some things to think about.

### **1. Do you want your resume public?**

Once you have posted it, consider it a public document and out of your control. Anyone can look in the public databases and see what is there. Even the private resume databanks do not always let you dictate who can and cannot look at your resume.

**Hint:** Consider hiring a post office box and a voice mail account during your job search. When you are done, cancel both.

**Tip:** Many employers and recruiters still prefer to contact you by phone, so if you don't include a phone number, you may be overlooked.

## **2. Check the confidentiality of the database or service where you are placing your resume.**

Who can get access to this database? How is that access granted? Will you be notified if your resume is forwarded to an employer? Is it possible your boss will see your resume? If the answers to these questions make you the least bit uncomfortable, consider another service or consider not posting.

## **3. Once your resume is listed, can it be updated at no cost?**

Some Internet services will let you post your resume at no cost, but they will charge you for updates. You don't want an old resume out there, and you don't want to pay for updates. Look for an unlimited number of updates, even if it is only to correct a typo or to word something a little better. Skip any service that limits or charges for updates.

## **4. Will your resume be deleted from the databank if you don't update it?**

You don't want an old resume out there, and if you find employment, you don't necessarily want to be getting calls from other employers. A good database will delete your resume within 3 months if it is not updated.

## ***Resources for Resume Writing***

There are several more online resources and books you may want to check out for help. However, these are particularly good in their information and presentation.

### ***On the Internet***

- Kathy Troutman, [The Resume Place](http://www.resume-place.com/jobs/)  
<http://www.resume-place.com/jobs/>  
includes templates, including new ones for high school students!
- Yana Parker, [Damn Good Resumes](http://www.damngood.com)  
<http://www.damngood.com>

### ***In Your Local Library or Bookstore***

- Kennedy, Joyce Lain, and Thomas J. Morrow. **Electronic Resume Revolution**. New York: John Wiley & Sons.
- ----. **Electronic Job Search Revolution**. New York: John Wiley & Sons.
- Weddle, Peter D. **Internet Resumes**. Manassas Park, VA: [Impact Publications](http://www.impactpublications.com)
- Parker, Yana. **Damn Good Resumes** Berkeley, CA: Ten Speed Press. Yana also has a web site at <http://www.damngood.com>.

These books can probably be found in your local library. If not, you can obtain copies a number of ways.

1. Ask your library to obtain them for you via InterLibrary Loan. They might charge a small fee for this, but it will be less than the cost of the book.
2. Order them directly from the publishers, who usually charge you full cover plus shipping.
3. Order them through a local booksellers, who usually charge full cover plus shipping and take 4 - 6 weeks.
4. Order them online from [Amazon.com](http://Amazon.com) and [Barnes and Noble](http://Barnes and Noble). They usually give you a decent discount and most books are delivered in just a few days.

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