

KEYWORD???

The Library and Information Science Students' Source for Disinformation

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MAKING HEADLINES . . .

•Years After 'Buffy' Cancellation Anthony Stewart Head Again Wins 'TV Librarian of the Year' Award, page pre-1

Fox Network Passes on College Library Soap: 'The OCLC', page 2

•Report: Rove Masterminded Firing of Small Town Librarians page 3c

•Iraqi Libraries Rife with Gum Chewing, Talking, and Bush's newly instituted Iraqi Patriot Act page 4

•National Archives Scandal: Bill of Rights Missing after Loan to College Buddy, page 12z

•DHS to Require Library Cards to Contain Photo, Fingerprint, DNA Sample, Voiceprint, GPS, Ten Commandments. page 14d

•Drunk Blogging = Grogging, Dlogging, and Blunk Drogging..... page 16A

Commercial Culture Coming to Pratt Library

Stephen Bracco

In order to maintain a positive cash flow, the Pratt Institute Library has decided to add Google-style advertising to the margins of its website. The new system, called Operation Carpet-Bomb, will be initiated during the summer break by DollaFlo Innovations, a network solutions firm based in Madagascar. Some of the clients which have already signed contracts with the library include Blurf Soda, Titan Performance Enhancement Pills, and Milken Financial Advisors.

"We really see this as an opportunity to position the library on the upswing of the info-monetary curve," said April Fuhl, the library's new Director of Strategic Marketing and Disambiguation.

"There will be pop-ups on the webpage, too," Fuhl admitted, "but

really, they're about relevant items that students will need for the school year: credit cards, free iPods, real estate investment offers."

When asked about rumors of advertising decals being placed on the inside covers of books in the library, Fuhl admitted this was true. She grabbed a nearby copy of a William Faulkner novel and opened it to show the inside front cover. "See all that white space? That's what we in the commodity strategization game call a dead zone. Anything with zero marketing opportunity is just a place for your student-customer to not think about your product." She placed the Faulkner on the desk. "This book would be the perfect place for an ad like As I Lay Dying For a Coke."

Fuhl reassures that the pop-up ads on the library website will not be intrusive. "If for some reason you

choose not to want any pop-up ads," she said, "just simply click the No-Thanks button, fill out a short survey form, enter your student ID number and you will be automatically entered onto a list to qualify for a free cruise."

When asked about possible protest to the addition of advertising in the student library, Fuhl gave a smile. "For too long people have looked at libraries as if they were somehow immune to the marketplace, but information is a commodity, just like soap, guns or blue jeans. Strategic product targetization has been an arc in the worldwide commodity-media delivery cycle for a long time now. If libraries want to survive, they have to be willing to sink or swim in the global marketplace, just like every other aspect of modern life: family, work, love, and other forms of infotainment."

BUSH ADMINISTRATION LOSE LIBRARY CARDS

Romel Espinel

April 1, 2007 - The American Library Association (ALA) deemed it necessary today to effectively, and for an indeterminate length of time, ask their membership to revoke the library cards and borrowing privileges of the Bush Administration. Especially noted on the list was Attorney General Alberto Gonzalez as well as other key figures in the White House. This will not affect President Bush because he never was a member of any library.

From her office in Chicago, Leslie Burger, ALA President, said that the Administration's "Gestapo" tactics of handing out National Security Letters to librarians like party invitations to coerce information about

user records was the main reason for the cancellation of cards.

"I wasn't going to give any of the agents who handed our colleagues those letters access to books or even our computer corner" said Jane Hinkle, a reference librarian from Washington D.C. "I wouldn't let them use the bathroom!"

In the process of revoking the cards, the Crawford branch of the Texas Public Library system discovered that erstwhile librarian Laura Bush owes about two hundred dollars in back fees for overdue books. According to records, Mrs. Bush never saw necessary to return: "Defending Your Husband While He Lies About Weapons of Mass Destruction" and "How Stella Got Her Groove Back".

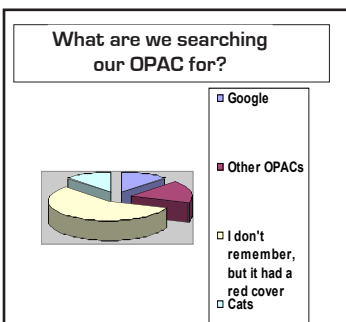
When approached about the



issue, White House Press Secretary Tony Snow said that, "We're not going to back down until we find Al-Qaeda... maybe he's hiding out in a library in America. We're living in different world now and the President and his crack staff can access information from the Internet now...Our main job now will be to teach the President what the Internet is."

Ravers go wild for e-books! ... And are bitterly disappointed

Reports of misadvertising surfaced Thursday when 'ravers' (teens who attend wild and crazy dance parties) discovered a lack of ecstasy in any so called e-book. When explained the 'e' stood for 'electronic' the group of teens were baffled. The ravers are intent on suing their public library for \$14,000 which would be the equivalent of one dose of "E" for each of them. They claim they will not settle outside of court for "just a bag of coke".



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The Dead Future of Libraries

Mark Zubarev

By using X-ray vision glasses we looked into the future of libraries... and this is what we saw!

Congratulations! You have reached the Materials Selections Policy page of The Washington Federal Library – the largest library in the United States and one of the few remaining branches of the American Public Library System to remain in continuous operation since the Sickness began in 3036. Located in Hamilton City on the lovely island of Kauai in Hawaii, we are proud to be the home of many surviving library materials that were spirited out of the doomed cities by our proud cadre of Guild Librarians. The purpose of the following Materials Selection Policy is to make completely clear the goals and objectives that we have here at the Washington Federal Library to you, our precious patron. Washington Federal Library obtains and provides completely free and open access to materials of any format to anyone who wishes to make use of them. As the largest library in the Free United States, we are committed to providing free access to information in both physical and virtual formats to anyone who reaches our facility. In addition, we are also committed to safeguarding the accumulation of human knowledge and civilization so that it will be available to any who seek it and all who need it. As a resource we exist

to serve the interests of the any surviving members of Humanity who have escaped the undead hordes and have reached the tranquility of our protecting shores. As more people reach our shores, they seek a variety of objectives through information ranging widely from hope to escape. We here at Washington Federal are committed to meet the demands of our community and to do all in our power to not only anticipate but also meet their future needs.

Though Washington Federal Library does have an executive Board that acts as a privy council to the Library on a variety of issues, overall final responsibility for any policy of selecting and retaining materials is conducted by the “Chief Library Executive” who is alternately known as “The Head Librarian”. The Chief Executive is aided in this responsibility by a thoroughly trained, qualified, and knowledgeable staff of Guild Librarians that often refer to the following policy as a guideline in kkkh-----*Bbblip* Greetings Earthlings! We are the descendants of your ex-ex-ex president George W. W. W. Bush! And we are here to lock away your policies of education! We call it the “Freedom from Reading Act”! kkkhh--- psst! Hey over here! I think they’re gone! Anyway if you want to read our whole proposal and policy follow this link! <http://www.markzubarev.com/papers/660mspp.pdf>


(All members of the Librarians Guild are armed and trained in multiple forms of physical and weapons combat.)

Controversy

The term ‘scrotum’ is now deemed okay to use in children’s books as long as it’s accompanied with a diaphragm – I mean, diagram. This decision was voted on unanimously by the League of Advanced Biblio Information Associations on Friday, March 23, 2007.

A legal consortium now protects scrotum; any librarian banning a book based on this terminology will be forced to don a sign reading “I can’t handle scientific terminology.”

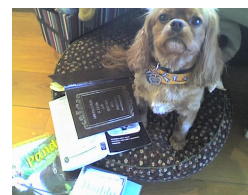
Also on March 23, a heated discussion developed over the Sexiest Word Choice. Metadata was chosen for the sexiest word of the year in an 8 to 32 vote. Metadating is a sure phenomena that will soon follow.

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Top Ten Reasons Laena McCarthy & Bonnie Cohen Lafazan Can’t Graduate:

10. Who is going to update the SILSSA website?
9. An officers meeting conference call might actually last less than 2 hours.
8. We need someone to get the cookies for SILSSA meetings. Mmm... chocolate chip fudge...
7. We need body fillers at mid semester SILSSA meetings
6. We are still not sure of their officer titles.
5. Who will nominate Pratt library’s favorite patron of the month?
4. Laena still hasn’t gone out to Karaoke with us.
3. 2 times 150 is ...250?... Bonnie?
2. I will need to find someone else’s fashion sense to steel once they’re gone.
1. We need them to actually WORK at the Graduation party, instead of celebrate.

When dogs read, they chose Leaves of Grass



Loxford English Dictionary

The Loxford English Dictionary (LED) proudly presents: Terms every library student needs to know!

Dorkus: Few social skills, thinks of themselves as smart but are not. P.s. The 80’s called, they want they’re term back.

Dweeb: Loser. Wedgies often.

Geek: The new pink.

Nerd: Smart but slightly anti-social. “A giant brain is like a giant nerd, where would a giant nerd hang out? The New York Public Library!” - Frey, Futurama

Spazz: see Nerds, the movie.

Smartypants: One who writes for Keyword.

LIGHT BULB JOKES? WHY NOT



☼ How many academic librarians does it take to change a light bulb?

Five. One changes the light bulb while the other four form a committee and write a letter of protest to the Dean, because after all, changing light bulbs IS NOT professional work!

☼ How many catalogers does it take to screw in a light bulb? Just one, but they have to wait to see how LC does it first.

☼ How many catalogers does it take to change a light bulb? Only one, provided it is in AACR2.

“April Fools Issue”

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