

Mid-Michigan Library League

Weekly Update

June 11, 2008



ChaCha Promises to Answer Any Reference Question Any time:

From *American Libraries*, June/July 2008 issue, p. 46

A new 24/7 service from ChaCha allows cell phone users on the go to ask a wide range of reference questions in conversational English and get answers free of charge. Each question is routed to a human guide who searches the Web for information and within minutes returns the answer in a text message with a web reference link.

The online and mobile search company announced the new voice service in April at CTIA: The Wireless Association's 2008 convention in Las Vegas. At 800-2-ChaCha (800-224-2242), the service works on any mobile phone that supports normal SMS text and voice capability.

"ChaCha's new voice capability pushes the boundaries of mobile 411 beyond its historical name-and-address limitations," says Greg Sterling, principal of the consulting firm Sterling Market Intelligence and program director for local Mobile Search. "It represents a next step in the evolution of the industry from directory assistance to voice search."

Asked if ChaCha represents competition for reference librarians, David Tyckoson, president of ALA's Reference and User Services Association, told *American Libraries* that people already rely on librarians less for help with finding short, factual results that they can obtain on their own. "What they need a librarian's help with are the more complex searches," he said. "People can pick up that same cell," Tyckoson added, "and use it to call their local library, where they can talk to a professional librarian who can help them with any type of question, from the simple to the complex. Both services are free, but the library will not limit you to 160 characters."

To see a ChaCha promotional video visit:

<http://info.chacha.com/SeeHowItWorks/tabid/95/Default.aspx>

Member Library News:

Benzie Shores District Library - Chris Raschka (children's author/illustrator) -- Caldecott Winner for *The Hello, Good-Bye Window*, will be at Benzie Shores on Thursday, August 21, 2008, at 7:00 p.m. All are welcome...refreshments follow the program.

2009 Performer's Showcase:

Mark your calendars – the 2009 Performer's Showcase is scheduled for January 8th at the Cadillac Area Public School's Auditorium.

Modeling the Future Grant:

If you plan on applying for the Library of Michigan Modeling the Future competitive grant program, you must file an Intent to File form by June 30, 2008. To access the form go to: http://www.michigan.gov/documents/hal/MTF_Subgrant_Program_Letter_of_Intent_232482_7.pdf

MeL Databases, Part A and B:

On November 5, a MeL Databases, Part A and B training session will be held at the Mid-Michigan Library League. The workshop is a hands-on overview of content and how to search in several of the most used MeL databases so that you can assist your patrons in choosing the one that best meets their information needs. You will learn basic search techniques for Gale's platform plus several other major databases of great use and interest to your patrons.

Workshop details:

November 5, 2008: MeL Databases Essentials Part A and B: 9:00 – 3:30

Location: Mid-Michigan Library League

.6 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/meldatabases.htm>

Current Number registered: 0

(Registration limited to 10)

MMLL Schedule and Upcoming Events:

August 14, 2008: Advisory Council Meeting: 10:00

August 28, 2008: MMLL Board of Trustees Meeting: 10:00

Joint meeting of the Board of Trustees and Advisory Council:

September 18, 2008: 10:00 a.m.

Location: Cadillac-Wexford Public Library

September 12, 2008: Celebrating Childhood Through the Magic of Puppets, Nature and Books!: 9:30 – 12:30

Presenter: Joyce Davis, Puppet Lady

Location: Cadillac Wexford Public Library

.3 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/puppets.htm>

Current Number registered: 0

October 7, 2008: Black Belt Librarian: 9:00 – 4:00

Presenter: Warren Graham, nationally renowned security, safety and customer service consultant recognized for his unique approach to personal and professional safety.

Location: Traverse Area District Library

.6 CEUs

Cost: MMLL Member: \$25.00 per person Non-Member: \$35.00 per person

Registration: <http://www.mml.org/blackbeltlibrarians.htm>

Current Number registered: 12

October 15, 2008: Stress is a Laughing Matter: 9:30 – 12:30

Presenter: Ben Spitzer, Comedian and corporate presenter

Location: Cadillac Wexford Public Library

.3 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/stress.htm>

Video preview: <http://www.youtube.com/watch?v=1pOSjDTmgaQ>

Current Number registered: 7

November 5, 2008: MeL Databases Essentials Part A and B: 9:00 – 3:30

Location: Mid-Michigan Library League

.6 CEUs

Cost: MMLL Member: \$20.00 per person Non-Member: \$30.00 per person

Registration: <http://www.mml.org/melatabases.htm>

Current Number registered: 0

(Registration limited to 10)

November 11, 2008: A Lever and a Fulcrum: 9:00 – 4:30

Presenter, Charlaine Ezell of the Extra Edge

Location: Cadillac Wexford Public Library

.6 CEUs

Cost: MMLL Member: \$25.00 per person Non-Member: \$35.00 per person

Registration: <http://www.mml.org/leverfulcrum.htm>

Current Number registered: 1