From Print to Digital and Back Again:

30+ Years of Lessons from UGA Law Library's Newsletter
WHAT TO EXPECT

I. Why a Newsletter: your library's time capsule
II. Visual Timeline: 1984 to 2017
   A. Who's Who and When: 30+ years of content & curation
   B. Content Shape Shifting: past, current and popular recurring examples
   C. History Repeats Itself: print isn't the only thing that's come back
III. Beyond Words: technology & methods used for publication & dissemination
IV. Don't Re-invent the Wheel: models for content curation & creation; feed social
V. Questions?
Why a Newsletter

A library newsletter is like a time capsule:

- shows shifts and trends in technology
- a document of new hires, employee achievements and retirements
- archive of your library’s evolving resources
- captures changes to your facility/renovations
- serves as a timeline of library events
- can serve as an idea bank for the future

It can also bring your library community together and allow employees to get creative. It is an excellent marketing and communications tool between your library and your patrons.
1984

Simply titled "News" and prepared on a typewriter.

Printed copies were placed in student, faculty and staff mailboxes (600+).

Listed a handful of resources, plus information and dates for "training in the use of the computer research systems".

This is Volume I Number 2 (#1 is missing but likely circulated in Spring 1984).
6 years with no major changes

Hours, policies and new technology become a regular part of the newsletter.
Reiterated policies: photocopying, food & drink, and noise in the library.
1990

Volume VII, Number 2 introduces 2-column layout; includes images/icons and expands to 4 pages
From Typewriter to Word Perfect

At some point the typewriter is abandoned for Word Perfect, but it is hard to tell exactly when the shift occurred (perhaps in 1992?). The icons/images and articles begin to show the evolving technologies in the library.

1991

NEW 3.5" DRIVE!!

The Law Library has added a new 3.5" floppy diskette drive to Computer Number 7 in the Word-processing lab. This new drive will allow students to convert 5.25" disks to 3.5" disks if necessary. Students wishing to make a reservation to use this particular computer should remember there are reservation sign-up sheets located in the black notebook labelled RESERVATIONS on the bookshelf in the computer lab.

1992

WORDPROCESSING LAB

All law students may use the IBM compatible personal computers located in room A212 of the Law Library Annex for wordprocessing. WordPerfect 5.1 is stored on the hard drive of each of the computers located in the lab. Microsoft Word is available on 5 of the 7 Lexis terminals.

We are in the process of upgrading the equipment of the wordprocessing lab. The Law Library has ordered new Dell computers and Panasonic printers. The new equipment should be arriving soon.

1993

ACCESSING ONLINE CATALOGS OF OTHER LIBRARIES IN GEORGIA

The computer located next to the card catalog in the Reading Room has been configured so that students can access other libraries in Georgia. To access the Main Library of the University of Georgia, choose the menu option for GALIN. Another menu option allows users to search the online catalogs of Georgia State University Law Library, Emory Law Library and Mercer Law Library.

1994

E-MAIL FOR LAW STUDENTS!!

A world of resources is now at your fingertips! All interested law students can sign up for electronic mail accounts on the UGA Mainframe. The form for signing up for an account is on the reverse side of this newsletter. Please fill out this form and return to the Law Library Circulation Desk.
An editor is born: Carol Watson

Content and layout styles begin to shift:

Jan. '95

Nov. '95
the library. During the semester break while you were away, we’ve been VERY BUSY! Some of the changes you will notice:

**Our new on-line catalog !!!** Yes, folks, it’s finally here. We have a winner for the Name the Online Catalog contest (more about that later). The first four PCs where the card catalog used to be will allow access to our new on-line system. We are still testing and cleaning up the database for our on-line catalog, so please be patient. We think you’ll approve of the final product.

**Our new technology row.** We’ve put the PCs for accessing our new on-line catalog and Microsoft Word coming soon! Thanks to the Law Practice and Technology Association fundraiser, Microsoft Word will be added to three PCs in the Law Library Annex Computer Lab. Also many thanks to those of you who purchased

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**WE HAVE A WINNER! NAME THE ON-LINE CATALOG CONTEST**

We have a winner in the name on-line catalog contest. The Law Library staff is hosting a reception in the arrival of the new on-line catalog. The reception will be Wednesday, January 26, 4:00 p.m. - 6:00 p.m. All law students are invited to attend. It will definitely be a fun event.
Hello World: the Newsletter gets HTML-ed

According to the way back time machine at archive.org, the first online version of the newsletter appeared in January 1995 along with the arrival of editor Carol Watson (who was the Computing Services Librarian at the time).
Transitions 1996-1997

- New editor: Anne Burnett
- Table of contents for each issue
- No more columns; horizontal line breaks left-hand gutters
- Color images are introduced as well as a UGA "logo" block
- A contest is created for generating a newsletter title
- "Staff Focus", "From the Director", and "Website of the Month" become regulars
The title *Amicus Briefs* is first used January '97.

As of October '96 all print issues include a link to the online newsletter:
http://www.lawsch.uga.edu/newsletter/index.html
UGA Amicus Briefs
January/February 1997

From the Director

Professor Ann Puckett

Welcome back for a brand new semester. We have had a few changes since classes ended in December:
Heather Turnbull left us for greener pastures in Atlanta (at twice the pay!), that’s the bad news — the good news is Leslie Madden took her place. Leslie has been working for us as a temporary
Margaret McGrath is recovering at home from major surgery. She sends her thanks to all the folks who contributed blood for her benefit.
Anne Burnett got married. She retained her name, though. She and her husband, Christian Lopez, considered combining their two names but dropped the idea when they realized the new name
probably the best news of all is that we have hired a computer specialist to assist Carol Watson. His name is Keith Baitsele, and you will be seeing a lot of him in the computer labs, the perma-
quality of your lives markedly (and we know he has already improved the quality of our lives!)
All of us here in the Law Library wish you a successful semester. And remember our motto: the only dumb question is the one you didn’t ask.

Thank you from Margaret McGrath

Thank you to the law students, faculty and staff who donated blood for me. I also thank all of you for your words, thoughts, and cash of encouragement and support.

Review of Law Office Computing

Carol Watson, Computer Services Librarian

Interested in law office technology? The Law Library has recently subscribed to the journal Law Office Computing. Law Office Computing will be shelved on the balcony of the Law Library.
So far, we’ve only received one issue (December/January 1997, Vol. 6, No. 6), but those of you who are interested in law office technology will enjoy this periodical. For example, the article that promises to organize your practice, make you more efficient and help you with more cases: This issue includes a review of improvements in WordPerfect 5. There is also an ABA article

New Reserve Lists Available

Sally Davis, Public Services Librarian, has created new Reserve Lists which will make it easier for all of us to determine which items are on reserve for a particular class. To view the Reserve Lists, please ask at the Circulation Office.

How to Buy a Copy Card

When purchasing a new Copy Card, remember to eject the card before adding value to it. For example, if you want $5 worth of copies, you purchase the card by inserting a $1 bill into the appropriate slot. Press the green eject button to get your card. You must purchase a new card only once, since you can continue to add value to it. The dispenser accepts $1, $5, $10. Follow closely the instructions posted above the card dispenser. Please report any problems to the Circulation Office.

Staff Focus

The Law Library has undergone some exciting staff changes recently. We are all pleased to welcome Keith Baitsele, who is pioneering the new position of Computer Specialist at the Law Library. In addition, he has worked in Technical Support at UGA’s University Computing and Network Services. Keith holds degrees in Math and Computer Science.
In addition to computers, Keith enjoys hiking the talks (the entire length of the Appalachian Trail) and photography. Ask him about it. We’ve also heard rumors that he is a computer, meeting with UCNS folks, or working on computers in the lab. Keith can be found at his desk in the Circulation Office.

Inside this issue
Journal review 2
Staff focus 3
Contest winner 4

Thank you to the law students, faculty and staff who contributed blood for our benefit.

Welcome back for a brand new semester. We have had a few changes since classes ended in December:
Heather Turnbull left us for greener pastures in Atlanta (at twice the pay!), that’s the bad news — the good news is Leslie Madden took her place. Leslie has been working for us as a temporary employee since October, so she’s up to speed and fully prepared to deal with law students.
Margaret McGrath is recovering at home from major surgery. She sends her thanks to all the folks who contributed blood for her benefit.
Anne Burnett got married. She retained her name, though. She and her husband, Christian Lopez, considered combining their two names but dropped the idea when they realized the new name would be Burquez.

Probably the best news of all is that we have hired a computer specialist to assist Carol Watson. His name is Keith Baitsele, and you will be seeing a lot of him in the computer labs, the permanent learning center.
We think his presence will improve the quality of your lives markedly (and we know he has already improved the quality of our lives!).

All of us in the Law Library wish you a successful semester. And...
Steady as She Goes: 1998 - 2001

- More issues see other staff members contributing content.
- The end of each issue invites submissions and feedback to the editor.
- Many issues are for 2 months instead of 1; 2000 and 2001 see font changes; 2-column layout returns and leaves.
- New regulars: "Watchable Websites" (new version of "website of the month") and "From the Computer Labs".
- Issues continue to focus on staff and technology more than anything else.
- In 2000, book reviews begin to appear in issues (an early version of what would become "featured acquisitions")

1998  "Silver Platter" mailroom introduces listservs

1999  Staff news introduced, horizontal line breaks return, header and fonts change

The year of no newsletter: 2002

The editor didn't like doing this part of his job. So he didn't!

- In 2000 he released 6 newsletters.
- In 2001 he released 5 newsletters.
- In 2002 there are no records of any newsletters.
- In 2003 the newsletter editor shifts back to Anne Burnett.
2003

With a dedicated editor back in the driver’s seat, Amicus gets a facelift, moving to law.uga.edu. It is now only published online. Book reviews are now a part of every single issue, titled "Featured Acquisitions". Staff and faculty are a central part of content.

AMICUS BRIEFS
News from the Alexander Campbell King Law Library
November 2003

In This Issue
• Sharon Bradley
• Rededicating the Law Library
• Location Sample Exams
• "Ruge" Strike Law Library
• Library Hours

Meet Sharon Bradley, Reference/Faculty Services Librarian
James Drennan

This page shows us of Sharon Bradley, James Drennan, Reference/Public Services Librarian, provides the following introduction to Sharon.

The Law Library’s newest reference librarian is Sharon Bradley. She comes to the University of Georgia from Michigan’s Thomas Cooley Law School, where she spent almost eleven years on its reference staff. She assumes responsibilities as Faculty Services Librarian, the position Jim Shenwood left this summer. Those around her will testify that Sharon is an energetic professional whose enthusiasm is infectious, so we expect her arrival to presage a jolt of creative innovation in the Library.

The path that led Sharon to join our staff had a happy measure of serendipity. After a stint as a maintenance officer for intercontinental ballistic missiles (yes, you read that right), she obtained a law degree from the University of Montana. She first practiced law in Florida for the public defender’s office. Her subsequent six years of private practice concentrated on post-conviction and appeals issues. As time passed, however, she began to rethink the plan of a lifetime of legal practice.

As fate would have it, she was taking criminology classes at Florida State University, where she met a woman who was working on her Ph.D. at the Library School. This friendship opened up the possibility of turning to law librarianship as a new career. Sharon is looking forward to meeting and observing the faculty and students of the School of Law and the broader University community. She hopes to immerse herself in the life of the Library, bringing both her experiences and energy to the staff. We are pleased to welcome her to the Law Library and look forward to the innovation and change she will bring.
From 2003 to 2014, the newsletter remained online with no printed versions during this time. Many popular features came out of this time period and some of them continue today (these are in addition to library hours, policies and resources):

- **Featured Acquisitions** - book reviews that highlight recent purchases
- **Stress Relief** - beginning in April 2005 various stress busting tools, ideas and events become ritual each fall and spring just before exams (ex. worry dolls)
- **Crossword Puzzles** - from April 2006 - Nov. 2010 an interactive crossword puzzle is in each issue (ex. Athens eateries, prime time law, fictional lawyers)
- **Book Repair Clinic** - an event the library would host almost every semester beginning in April 2008 as a service to law students and law faculty
- **Law Dawgs** - beginning in Sept. 2008 with library staff pets (MOST POPULAR)

Staff Focus pieces continue with new hires, retirements, and just for fun. Library instruction begins to take on the title "Lunch-n-learn" (More events are shared).
2014
From HTML to CMS

In 2013 issues had slowed down again. Only 3 were published in 2013. Librarians now had more active roles in teaching and research than ever before. The HTML layout and format had been the same since 2003, and was time consuming to create.

Last HTML Issue  New Method in Drupal

In 2014 the newsletter moves within the framework of the law school and law library website (Drupal content management system). It now has its own content type designed specifically for Amicus. The content feeds into a "view" page and has an RSS.
Last HTML Issue

AMICUS BRIEFS
News from the Alexander Campbell King Law Library

September 2014

In This Issue
- Cool Stuff at Circulation
- Lunch 'n' Learn: "Dead Men Tell No Jokes" Resources
- Replacement Complete Diversity Book List
- Free, Open Access and Open Data Policies
- Hydra, Digital Special Collections
- Request Acquisitions - highlights of the Law Library's most recent purchases

Cool Stuff at Circulation

You can get nearly anything you want at the Circulation Desk. Of course we have books (those with location Reserve). But we also have:
- changing cords for every kind of electronic device
- headphones
- calculators
- umbrellas
- book stands, and
- even a couple of iPads with keyboards

And, right on the counter you can find a stapler that works on any sized stack of paper, a three hole punch, paper clips, tape, and earplugs.

Don't despair if you need something not in these lists. Just ask. If we don't have it, we will try to find a way to get it for you.

Lunch 'n' Learn: "Dead Men Tell No Jokes" Resources

Special Collections Librarian Sharon Bradley will provide tips for using job-hunting resources available to the Georgia Law community.

Wednesday, September 24 12:00 - 12:50
Classroom A

We'll provide the pizza and salad - you bring a beverage!

Request accommodations

Sprechen Sie?...

The Law Library now provides access to a conversational language learning service called Pronunciator. With more than 60 different languages to choose from, Pronunciator provides lessons, flashcards and pronunciation analysis. The best part? You can use it on your favorite OS or Android devices, as well as a laptop.

To track your progress and to use it on mobile devices, you must first create an account and password from this link while you are on the Law School network. Then you can use it…
New Method in Drupal
History Repeats Itself
Many of the "new" ideas we use today in our newsletter have been done in past issues (without us knowing!):

2003 Summer Reading

2017 Summer Reading

2010 Crossword Theme

Even this presentation has been done before:
In 2006 then editor Carol Watson gave her first AALL presentation on library newsletters!
2003 Summer Reading

- Anne Burnett (Reference/Foreign & International Law Librarian)
  - Phyllis, Lost in Space Block
  - Naked Lunch: A Novel
  - The Remains of the Day

- Karen Youtz (Law School Librarian)
  - The Memory of Water

- Colleen Mckenna (Reference/Law School Librarian)
  - The Memory of Water

- Daniel Parish (Reference/Law School Librarian)
  - The Memory of Water

2017 Summer Reading

- "I Love to Read" by Paul Sherman
  - "I Love to Read" by Paul Sherman

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"2017 Favorites from Fiction" Series

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2010 Crossword Theme

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2015
Print is Back!

In April 2015 the library publishes the first print version of the newsletter since 2003! The print version is popular with students, placed at circ.:
Beyond Words

Tech for Creation/Publication
- KanbanFlow for workflow/team management
- Drupal CMS for online publication
- MailChimp for email blasts (700+)
- Piktochart for print editions
- Xerox color copies 11x17 (30 or less)

Dissemination & Assessment
- Anchor tags for “contents” to allow MailChimp to capture click stats
- MailChimp for % open stats
- Google Analytics for total page views
- Google Data Studio for content comparisons

Podcasting
- Newest offshoot - Episode 0 was the pilot/test in May 2017, with 4 more since then
- History repeats again - decided against Amicus since it is used by Slate Magazine
- Did a newsletter contest for podcast name
- Podcasting studio space in library
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Don't Re-Invent the Wheel

2019
New Outreach Librarian hired summer 2018 plus departures and role changes in spring, summer & fall 2018

1984 - 1995
Single editor, curated, created and published content

1995 - 2002
Single editor, curated and published content; shared assigned content creation with staff

2003 - 2015
Large "Public Relations" team reviews assignments, adds ideas, helps with content creation. Single editor compiles and publishes.

"Steering Group" team of librarians generated ideas, assignments and publication dates

Librarians share ideas & content

Smaller PR team share & comment on ideas

2016 - 2018
Outreach Librarian & Web Coordinator collaborate on publication dates, compile and review issues; PR team shares responsibility for feeding to social.
Resources

Newsletter
- Slides & Handout - dropbox
- CIL Article
  - Vol. 38, No. 9 — November 2018
- Online Examples
  - law.uga.edu/amicus-briefs
- Archive of Print Examples
  - digitalcommons.law.uga.edu/law_lib_amicus/

Podcasting
- GLA 2018 Slides "Podcasting the Place", Session Handout, and How To with Feedburner & iTunes steps - dropbox
- CIL Article
  - Vol. 38 No. 6 — July/August 2018
- Archive of Episodes
  - digitalcommons.law.uga.edu/podcasts_onreserve/
Any Questions?

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