

Get Them With Humor: April Fools at the Library

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The Joke:

Our crafty Marketing Team at the UT Southwestern Library recently devised a diabolical plan to get the attention of library users with the use of humor. We decided to risk public exposure and certain humiliation by publishing an April Fools edition of our beloved "Info-Library" e-newsletter. We then cajoled the library staff into using their creatively warped imaginations and submitting their pathetic and even possibly funny library-related scribbles to the cause. The staff rose to the occasion...and to the chance to get published on the Internet. Credit was given whether merited or not.

Originally, it was thought that it might be necessary to borrow a little library humor from other sources, but evidently all that silliness was just ready to be tapped in the bottom strata of our collective staff minds. Perhaps you too can find treasure in our mistakes...er, examples, and learn to mine your staff for marketing humor. So we herewith on this poster present the jewels from our Motherlode of Silliness for your enjoyment and inspiration. And may the Farce be with you!



The Reaction:

To the Marketing Team's great surprise and relief, no actual harm has resulted from this experiment. In fact, the hits on our Library News page in April actually jumped quite dramatically (or should that be comically?).

Thankfully, no members of the Marketing team have been forced to resign, and no one has been drafted to write faculty roasts. The Director has also been spared the indignity of that quaint local custom of tarring and feathering. Even that arbiter of medical student humor, the student rag *The Murrur*, has loftily ignored our jabs at the students (or are they just biding their time???)

We did get comments: **Very clever and funny!**

Who says librarians do not have a sense of humor?

Stories are cute... Fabulous, absolutely fabulous...

We were laughing so hard...

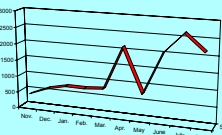
The Stats:

Story Popularity: No. of Viewings



Library News Web Page Hits

The number of hits to the Library News page increased 300% in April from the previous five months and has remained on the average much higher (280%).



The April Fools issue was a great success in drawing attention to the Web version of our Library News. The usual method of printing the entire story in the email version was not employed because of the length of the stories. Instead, teasers and links were used to

entice the 2000+ subscribers to go to the Web page. This has provided us with a more accurate story usage count.



This week's issue takes a look at the lighter side of the library biz. The stories you're about to read were all conceived in the (somewhat) warped minds of your Library staff. We hope we've brought you a chuckle -- in an informational sort of way, of course. — The Editors

The Great North Campus Library Flood

In addition to our private investigator services, the Library also maintains a roving reporter, Terry Bennett. Here is his moving email account of his harrowing adventures in the Great Flood disaster last October from his last reported position at the North Campus Library. Names have been changed to protect the innocent and the not-so innocent.

Subject: Leak in NCL

Boss,

Brenda tells me there's a procedure that requires me to notify you and the cc: recipients in the event of a leak in the ceiling here at NCL. We had such an occurrence at approx 11:10 am...a huge gush of water (?) from the floor above and then a steady trickle, as if a vat of something or other had been overturned, gushed through the ceiling onto our floor and then dripped for a while. I called the Man in Charge immediately (11:12 am, I guess) and there was somebody from PP here in a flash...probably 11:15 am. Diagnosis...not that difficult. Prognosis...unknown at this time. Is that everything or is there an admin form I need to fill out?

Horatius at the Bridge...

Subject: Leak in NCL, part deux

Boss,

1:05 pm: leak, which had just about stopped, began to gush worse than before, affecting larger area of ceiling, and therefore larger area of carpet (furniture, lamp, etc.)

1:07 pm: After frantically moving chairs and table from under what was increasingly becoming a waterfall I called the Man in Charge again. After some confusion (he thought I was just checking up on the earlier call!) I managed to convince him that I was reporting new leakage and he said he would get someone right on it.

1:17 pm: now...nobody here yet. I've begun construction on a large seaworthy craft and am gathering representative pairs of animal species. [Editor's note: Apparently refugees from the ARC above the Library...see photo.] Still pouring...in fact getting worse. If you don't hear from me in ten minutes...send

Study Room Shenanigans

The Library provides a number of individual and group study rooms to facilitate our students' learning experiences. In fact, they have become so popular with students that we're now offering these additional services:

The study rooms are now wired for sound and equipped with hidden cameras. Tapes and videos will be available for purchase later through the Student Scribe Service. The especially interesting ones will be played over the PA system for our users' listening enjoyment. Medical Television has also expressed an interest in acquiring them for later re-broadcast - solely in the interest of medical education, of course. Who knew that our students' study habits could be so amazingly creative and entertaining? Even the solo acts! You will want to study them carefully. Keep your eyes wide open!

Computers in each study room have the very latest in tracking software installed, which will be used to garner information on students' ingenious use of the Internet - solely in the interest of medical education, of course. A bookmark listing of the most popular and intriguing sites will be offered for sale by the Student Support Office.

In addition, we are collaborating with Student Services in order to provide more affordable student housing. Sleepovers will cost \$20 per night in the individual study rooms, with cot rental for \$5. Group rates are available for the group studies.

Plus, we now accept picnic reservations. Just bring enough for the Library staff!

The money collected will go to fund our librarians' participation in such worthy endeavors as the Olympic Shelf-Reading Competition and the Book Cart Drill Team event.

By the way, it's just a nasty rumor that the Faculty Club will be opening its doors and expanding into the entire top floor of the Library during Happy Hour. You didn't hear it here! ...Or did you?

— Contributed by Sharon Giles from ideas by Dawn Reneau, Randy Patterson, Judi Hill, Lynne Jacobs and Sharon Giles.

Lloyd Bridges.

Yours in dutiful dampness, Terry

Subject: Leak in NCL, III

1:20 pm: 2 guys from PP show up, stare at disintegrating ceiling, scratch heads, and move more furniture. Alitza covers nearest journal shelves with tarp.

1:25 pm: 2 guys from PP leave, promising to come right back. Right. I've been through this with civilian plumbers before.

1:27 pm: Becoming increasingly appalled that leakage is not distilled water. Carpet beginning to reek. Karen props open library doors. Bad for security...absolutely necessary for respiration.

1:29 pm: 2 Housekeeping types show up with wet vac. It had better have a nuclear motor.

Subject: Leak in NCL, IV

Boss,

1:35 pm: PP and Housekeeping types rush the place like Marines at Guadalcanal. Must be 10 or 12 guys in here with 3 wet vacs inside the library and 1 outside in the hall.

1:40 pm: Joseph takes photos...presumably for posterity.

1:45 pm: The Man in Charge inspects personally. I quote: "I've got everybody I have on it..."

we'll get it fixed as soon as we can." I told him that I would forward his assurances to you. He winced visibly.

Terry

Editor's note: To honor Terry's valiant contribution in standing by his post in the midst of the Great North Campus Library Flood, the North Campus Library has now been renamed the **Terry Bennett Memorial North Campus Library and Beach Resort**. (see photo below)

Library De-Renovates!

It's been six months since the Library's extensive renovation project was completed, and Library staff have had a chance to evaluate the changes implemented during the project, including examining the copious feedback we've received from our clients.

After serious consideration, the staff has been forced to realize that the changes we made were a little too far-reaching and overambitious, so beginning next month and continuing for the next two years, the Library will embark on a new renovation project that will restore the Library's environs to the glories of yesteryear.

Some of the planned changes include:

- ◆ Three study rooms for all your group study needs
- ◆ A more imposing and restrictive Information Desk
- ◆ Old mud-brown carpeting and dim lighting
- ◆ A new wall color, light bilious green, for that 'institutional retro' look
- ◆ Replacement of PCs with Apple IIs and Commodore 64s

So get ready for the pounding and drilling sounds of construction as we work to turn the Library into the library of your dreams!

If you require a quiet place to study during the renovation project, consider going to the **North Campus Library and Beach Resort**. There's no sand, but there's plenty of water to swim in while also soaking up all the peace and quiet.

(Please note: Library staff ask that you be very careful when going in the water. In fact, Hazmat suits are recommended for maximum protection.)

For background on our northern resort, see the companion article on the **Great North Campus Library Flood**.

— Contributed by Jon Crossno

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April Fools Special Edition



Library Sleuth Opens for Business...

The Library would like to recognize Randy Patterson, our very own private investigator who recently solved the Case of the Bathroom Book Thief (*don't ask!*), the Mystery of the Missing Staff Microwave, and the Girl Scout Cookie Caper. He is currently investigating the mysterious decapitation and dismemberment of our beloved model skeleton, Yorick, which occurred last week in the Library's Model room. For his efforts he has received that coveted library staff award, the Rubber Duckey.



Randy is now branching out and offering his services commercially. See his recent ad in S.W.A.T. Magazine:

PROFESSIONAL INVESTIGATOR

- ◆ Do you want to find more books in the library? More journals? Quickly and easily?
- ◆ Do you want to manage your study time more efficiently? With no hassle?
- ◆ Do you want to keep information on everything about your research safe?
- ◆ Do you want to find any information about your classmates?
- ◆ Do you want to manage your other half more efficiently?
- ◆ Do you want to keep track of all your girlfriends/boyfriends?
- ◆ Do you want nice people to do business with?

If you have answered "YES" to just one of these questions, you should call a PI now! We promise you won't regret it! And with a 30-day money-back guarantee, what is there to lose?

Randy T. Patterson
Library Sleuth
Super sleuthing abilities!

Site of the Week: The Periodic Table of Comic Books

Maintained by F. James Holler and John P. Selegue of the University of Kentucky's Department of Chemistry, the Periodic Table of Comic Books (yes, comic books) provides a undeniably fun way to learn about the elements. Clicking on periodic table elements brings up a page of comic book issues that involve that particular element. For example, clicking H for hydrogen brings up eight links to comic book pages from *Doctor Solar*, *Man of the Atom*, *Wonder Woman*, and others. The *Doctor Solar*, *Man of the Atom* page contains an image of the page, a description of the comic book, and what the plot is of that



particular issue. Obviously, kids, and probably adults as well, will enjoy this site while learning the basics of elements and the periodic table.

◆ From the Scout Report.

<http://www.uky.edu/Projects/Chemcomics/>

Don't Pay that Overdue Fine!

In the interest of good public relations, and as a sop to our starving medical students, the Library staff has devised a few new options to help our users pay their overdue fines:

- ◆ Become a guinea pig for Library research. Fill out a brief 1,000-question survey telling us why you like the Library. Failure to answer correctly will result in remanding for some kind of uncomfortable research with the Medical Examiners Office.

- ◆ Reshelve 99 Library books while hopping on one foot, rubbing your tummy, and singing (*QUIETLY*):
 - ◆ 99 Library books on the cart,
 - ◆ Take one down and pass it around,
 - ◆ 98 Library books on the cart...



Sorry, no Workers Comp coverage for this!

- ◆ Donate your skeleton or body parts to our Models collection. Those volunteering to do this before their natural death will have **TWO** fines excused!

One Password Rule!

The Library now offers the convenience of requiring only **One Password** to serve for your book renewals, database access, electronic journals, and just about everything else. (*According to rumor, it will even open your Homeland Security file!*)

The password chosen should be very carefully crafted by the user as unlucky passwords have been known to adversely affect our fragile Library security systems, spawn pocket universes, and even accrue karmic debt. ⁽¹⁾ Not to mention the complete lack of effect on your sex life! ⁽²⁾ Complex anagrams larded with lucky numbers are recommended to defeat would-be hackers and digital demons. Remember, electronic incantations can be just as powerful as the spoken variety. ⁽³⁾

And for Hippocrates' sake, don't use your Social Security number – it's no longer politically correct unless you input it from right to left. Why, someone could easily guess your SSN and renew your library books for you. No way!

WARNING!!! Be sure NOT to write your password down! Failure to disregard this rule will result in immediate reporting to Information Security, who will enforce the State Password Rules with EXTREME SANCTIONS – possibly including nasty statements in your Homeland Security file or even involuntary denumeration or ceremonial stripping of your SSN.

And worst of all, the library staff might even be forced to Take Measures and MAKE you change your password and we really hate that! You'll regret it!!! (*Just wait until you try to renew your library books again – why, they might have been reassigned indefinitely to the Australian Medical Book Exchange Program!*)

When devising your **One Password**, it has been found especially helpful to (*QUIETLY*) repeat the following mantra:

**"One Password to rule them all.
One Password to find them.
One Password to bring them all
And in the fencer bind them..."**
(apologies to LOTR)



As a special incentive to sign up for the new **One Password** system, the last 50 requesters will receive specially awarded rings engraved with their **One Password** in their choice of Elvish or Klingon characters. And, of course, Technomages can have binary instead.

- (1) "Experiment demonstrating indeterminant consequences of password selection." *Journal of Irreproducible Results*. 2002.
- (2) You have a sex life?
- (3) It is so true! For verification, see the Technomages episodes of Babylon 5 and Crusade.

— Contributed by Sharon Giles