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About FreePint

FreePint is an online network of information searchers. Members receive this free newsletter twice a month: it is packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <<http://www.freepint.com/>> and provides access to a substantial archive of articles, reviews, jobs & events, with answers to research questions and networking at the FreePint Bar.

Please circulate this newsletter which is best read when printed out. To receive this fully formatted version as an attachment or a brief notification when it's online, visit <<http://web.freepint.com/>>.

Editorial

It's that time of year again when our thoughts start turning to our annual outing to the Online Information exhibition and conference <<http://www.online-information.co.uk/>>. After FreePint's stand at last year's show -- with flashing disco lights and shag-pile carpet <<http://www.freepint.com/portal/events/online-info-2003/>> -- we expect to have a more conservative stand this year! I hope to be there socially, showing off my new addition to the family, as I am just about take time off from FreePint to have my second child. In fact, this is my penultimate editorial before I go off on my maternity break and hand back to William Hann, FreePint's Managing Editor.



FreePint is honoured to be a media partner with Online Information again this year, and involved in the International Information Industry Awards for the third year running. We are organising the award for best customer service team, previously won by Factiva and xrefer. Nominations are now open, so please place your vote:

<<http://www.freepint.com/events/online-info-2004/>>

Voting closes on October 1st and results will be announced at the Gala Awards ceremony on December 1st.

Copyright is a topic on which all information professionals need to keep continually updated, and over the last couple of years we have teamed up with Paul Pedley to produce popular FreePint reports and virtual training packages on copyright and other legal issues.

Today we publish a brand new report by Paul on copyright, which will appeal to those who like a pragmatic approach:

"Copyright - How to Stay Legal" ISBN 1-904769-07-1
<<http://www.freepint.com/shop/report/>>

Paul rightly says that, of course, very few people are interested in copyright "for its own sake or as an academic subject. They simply want to copy material with the confidence that they are staying within the law". His article in today's FreePint gives a taster of this new report, and whether or not you have read Paul's previous reports, you will find this latest report very informative and up-to-date. It advises you where the areas of doubt lie legally, and what you can do to minimise risk and keep legal. New examples from case law spell out the consequences of non-compliance and provide excellent insight into the law.

Our other article today is an update on information sources for education, from David Renfree. He admits that since they all have a different set of information needs, it's a challenge to provide a comprehensive list for teachers, lecturers, support staff, parents, governors, researchers and students. I think he succeeds excellently in doing so.

Don't forget that advertising with the FreePint group of sites and publications is a great way to gain multiple exposure for your information- and internet-related products and services to the world's largest community of information searchers. To help you understand the options on offer, visit the newly launched 'Onopoly', a one-stop-shop to download presentations and ratecards <<http://www.Onopoly.com/>>.

We hope you enjoy today's FreePint, and do forward it to your colleagues. Alternatively, use our quick and easy 'Recommend Us' utility at <<http://www.freepint.com/reco.htm>>.

Annabel Colley Editor
FreePint <annabel.colley@freepint.com>

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FreePint Jobs

<<http://www.freepint.com/jobs>>

The FreePint Jobs Update is being circulated widely every two weeks. This free newsletter now has 2,500 direct subscribers and is posted at the Bar and in the Bar Digest (circulation 13,500).

To see the Jobs Update No.80 and read the new 'Jobs Advice' section, visit <<http://www.freepint.com/go/b29861>>. To subscribe, visit <<http://www.freepint.com/subs/>>.

A fully formatted PDF version of the Jobs Update is available at <<http://web.freepint.com/jobs/FreePint-Jobs-Update-80.pdf>>.

Here are some of the latest featured jobs:

Information Manager

<<http://www.freepint.com/go/j3489>>
To shape extranet, enhance its functionality, and maximise its effectiveness through user training and information management syst Recruiter: National College for School Leadership

Financial Market Researchers

<<http://www.freepint.com/go/j3494>>
A variety of roles at all levels, which will suit good researchers in Corporate Finance, Capital Markets, and Investment Banking. Recruiter: City Professionals

Senior Researcher

<<http://www.freepint.com/go/j3496>>
Use your specialist knowledge of the high-tech sector in this senior researcher role at leading bank; very good salary. Recruiter: Sue Hill Recruitment

Senior Researcher (Technology Sector)

<<http://www.freepint.com/go/j3505>>
Are you a Technology Information Specialist? Very involved job including attending sector related events for senior level Researcher. Recruiter: Glen Recruitment

Researcher (m/f) for Internet- and Database Researches

<<http://www.freepint.com/go/j3507>>
Researcher (m/f) at international business risks consultancy Berlin. Recruiter: Control Risks Deutschland GmbH

NB: There are 33 other jobs in the current edition of the Jobs Update <<http://www.freepint.com/go/29861>>.

Online Information Conference Registration Now Open

Book your place by 18 Sept to benefit from Super Early Bird Discounts! 30 Nov - 2 Dec 2004, Olympia, London, UK
http://www.online-information.co.uk/ol04/conf_prog/conf_prog.html
Don't miss keynote from founding father of usability - Jakob Nielsen Plus hear from information architecture expert Louis Rosenfeld, author Roger Evernden and organisations incl. The National Archives, Information Commission, the United Nations and The Library of Congress

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Go to <<http://www.factiva.com/infopro/register>> and sign up today!

New FreePint Report: "Copyright - How to Stay Legal"

ISBN 1-904769-07-1

This report covers: copyright compliance; legal uncertainty; statute copying authorisation; permission, licence or contract; consequences of infringement; minimising risk; organisational policies.

Find out more at: <<http://www.freepint.com/shop/report/>>

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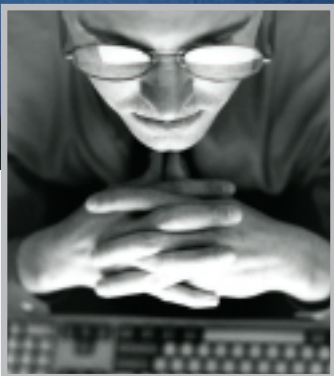
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My Favourite Tipples by Tim Houghton

Tim Houghton runs *New Media Intelligence*, a UK based web clipping firm. The firm was formerly called *Parallel54*. He also likes *Tigers*.

Submit your top five favourite Web sites. See the guidelines at <http://www.freepint.com/author.htm>.

- <http://battellemedia.com/> - John Battelle's search blog. One of the most intelligent commentaries on search and new media generally.
- <http://www.bloglines.com/> - An online RSS reader. A great tool if, like me, you read lots of media each day. Lots of mainstream titles like Reuters and FT.com have now joined the RSS party so it is by no means just a tool for reading blogs.
- <http://www.technorati.com/> - Technorati: A weblog search engine. Along with Feedster and Blogdex one of the best ways to get a "feel" for what's hot and what's not on the web right now.
- <http://www.sourceforge.com/> - I think open source is probably the model going forward for an awful lot of industries. Sourceforge is probably still the best place to pick up and contribute software applications.
- <http://www.5tigers.org/> - 5 Tigers. A resource about the plight of the Tiger, my favourite animal. WWF is pretty good too.

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Events

United Kingdom:

- Gartner IT Security Summit 2004, 20th - 21st September <http://www.freepint.com/go/e268>
- Taking the e out of e-learning 21st September <http://www.freepint.com/go/e342>
- Expanding Your Patent Search Horizons 21st September <http://www.freepint.com/go/e354>
- ISEB Certificate in Freedom of Information 22nd September - 13th October <http://www.freepint.com/go/e356>
- Private Equity / Venture Capital Info Pro Meeting 28th September <http://www.freepint.com/go/e336>
- CiG AGM & Expo 2004 29th September <http://www.freepint.com/go/e340>
- Exploiting Social Networking in Organisations - The 5th Gurteen Knowledge Conference 29th September <http://www.freepint.com/go/e343>

Canada:

- Competia International Symposium 2004 28th September - 1st October <http://www.freepint.com/go/e284>

Netherlands:

- Email Management: Reclaiming Email as an Effective Communication Channel, 27th - 28th September <http://www.freepint.com/go/e328>

This is just a selection from the 24 listings in FreePint Events. For your free listing, complete the form at <http://www.freepint.com/events>.

FREE PINT BAR

In Association with Factiva a Dow Jones & Reuters Company

Before we take a look at the latest happenings at the Bar, do spend a moment registering your nomination for this year's 'Online Information/ FreePint Award for Best Customer Service Team' <http://www.freepint.com/go/b29864>. If you can make it to the Online Information show in London this November, then do come and see FreePint on our usual stand (292).

A large majority of postings at the Bar over the last couple of weeks have been about documents -- reading, printing, emailing, downloading and managing documents.

There's been interesting anecdotal advice on why people print documents before reading them <http://www.freepint.com/go/b29806>. Also, questions as to whether certain publishers are more likely to publish in PDF, and why they choose to do so, instead of using other file formats <http://www.freepint.com/go/b29887>.

A reader would like an estimate of the number of pages required to print a certain amount of email <http://www.freepint.com/go/b29922>. Another member has been reminded about a review of software to manage items which have been downloaded from the Web <http://www.freepint.com/go/b29882>. Someone sending HTML emails is having difficulties with Lotus Notes and Eudora, and is almost hairless as a result <http://www.freepint.com/go/b29928>.

Talking of FreePinters, can you help a regular find a job outside of research, using their experience as a City-based Corporate Finance Researcher? <http://www.freepint.com/go/b29850>. Are you a member/organiser of an alumni programme and willing to share your experiences? <http://www.freepint.com/go/b29911>.

On the business-information side, do you have experience of using IRN's Market Research on the Web (MROW) service? <http://www.freepint.com/go/b29895>. A press release at the VIP Wire announces discounts on MROW for CILIP members <http://www.vivavip.com/go/w343>.

Talking of VIP, you can now sign up for a free weekly digest of postings from the VIP Wire and VIP Lounge at <http://www.vivavip.com/order/digest/>; this should make it easier to monitor announcements like the MROW one above.

Other miscellaneous queries which remain unanswered at the Bar include where to search and access old ASTIA/NTIS reports (early-/mid-60's) AD & PB reports <http://www.freepint.com/go/b29901>. Are you a UK information professional or directory publisher with an opinion on the EU database directive of 1996? <http://www.freepint.com/go/b29899>. Is there a directory of training companies worldwide, broken down by industry? <http://www.freepint.com/go/b29897>.

One final request from us: Please don't forget to choose a relevant category carefully when posting at the Bar. Doing so makes the Bar Browser much more useful <http://www.freepint.com/bar/browser/>.

William Hann william.hann@freepint.com
Managing Editor, FreePint

Tips Article

"Information Sources For Education On The Web"

By David Renfree



David Renfree is the subject librarian for the School of Childhood & Education at the Birmingham College Of Food, Tourism & Creative Studies.

It's September again, which means that a new academic year is starting for teaching staff and students of all ages. With this in mind, it seems an appropriate time to examine some of the education-related materials that are available on the internet.

It is quite an ambitious task to attempt to describe a collection of websites as a 'guide to education'. Teachers, lecturers, support staff, parents, governors, researchers and students are all contributors to the educational process, and each group has a different set of information needs to address. This article aims to contain items of interest to anyone with an involvement in education, by highlighting some of the most useful information resources that can be freely accessed, encompassing research, teaching, international perspectives, official reports, legal guidelines and more.

Official Information

Within the UK, the logical starting point for finding any educational information would appear to be the homepage of the Department for Education & Skills (DfES)

<<http://www.dfes.gov.uk>>. The site contains details of the latest news, government initiatives, and information about all of the department's subsidiary organisations, as well as hundreds of reports and publications that are free to download. However, researchers from outside England would also be strongly advised to check the websites of the Scottish Executive Education Department (SEED) <<http://www.scotland.gov.uk/Topics/Education>>, the Department of Education for Northern Ireland <<http://www.deni.gov.uk>> or Learning Wales <<http://www.learning.wales.gov.uk>> for similar information specific to their region.

A similar situation exists relating to the inspection of educational establishments within the UK. Since 2001, Ofsted <<http://www.ofsted.gov.uk>> has been responsible for the regulation of early years care as well as the inspection of schools and all 16-19 education within England. All of Ofsted's inspection reports are available on the site, as well as a host of other publications, which touch on a massive range of educational issues. Other users within the UK should be directed to the homepages of HMIE (Scotland) <<http://www.hmie.gov.uk/hmie.asp>>; DEETI (Northern Ireland) <http://www.deni.gov.uk/inspection_services/> or Estyn (Wales) <<http://www.estyn.gov.uk/>>.

Information on qualification and assessment frameworks within the UK can be obtained from, variously, the Qualifications and Curriculum Authority (QCA) <<http://www.qca.org.uk>>, the Scottish Qualifications (SQA) <<http://www.sqa.org.uk>>, the Council for the Curriculum Examinations and Assessment <<http://www.ccea.org.uk/>>, and Qualifications, Curriculum & Assessment Authority for Wales (ACCAC) <<http://www.accac.org.uk>>. Each of the sites can be used to find out about the structures of education systems in different parts of the UK, providing information on each stage of

Visit the City Information Group AGM & Expo Event on 29th Sept 2004

CiG, the premier networking information group in London, is holding a new format AGM meeting this year. We are offering: free seminars, a topical debate with key industry people, an exhibition with around 20 industry suppliers that are key to CiG members, AGM meeting to hear about CiG's development, a champagne reception and an AGM dinner with after-dinner speaker. To book visit <<http://www.cityinformation.org.uk>> An unmissable day of learning, exploration, networking and top tips.

a child's schooling, and further downloadable literature.

With the ever-increasing role played by ICT in education, it is also worth drawing attention to the work of the British Educational Communications and Technology Agency (BECTA) <<http://www.becta.org.uk>>. The Agency aims to provide strategic leadership on ICT and learning, and its website contains an excellent collection of free articles and reports for all computer users.

BECTA and the DfES have collaborated to produce the National Grid for Learning (NGfL) <<http://www.ngfl.gov.uk>>. The NGfL provides links to websites that have been chosen for the high quality of their content for educational purposes, as well as a range of other features.

Research Information

A phenomenal amount of both official and independent educational research is being continuously carried out, so staying abreast of newly published reports or articles can be a challenging task. Fortunately, the internet offers a number of excellent services that enable the researcher to search for, and then often link directly to, documents that are of interest.

The British Education Index office at Leeds University provides a number of free services from its homepage <<http://www.leeds.ac.uk/bei/>>. A truncated version of the full (subscription-based) British Education Index is available online <<http://www.leeds.ac.uk/bei/bei.htm>>, and is made up of information that has not yet been added to the subscription services. While this means the content of the free version changes regularly, it will typically contain approximately 2,500 journal references at any one time. Also available are the British Education Internet Research Catalogue <<http://brs.leeds.ac.uk/~beiwwww/beirc.htm>>, which is a database of descriptions and links to educational websites, and Education-line <<http://brs.leeds.ac.uk/~beiwwww/el.htm>>, which provides full-text access to conference papers.

The National Foundation for Educational Research (NFER) website <<http://www.nfer.ac.uk>> is also a must for detailed research information. The NFER has over 100 projects running at any time, and publishes an online summary of the research outcomes for each project. Full-text access to reports written by NFER staff for external organisations is also available on the site, and an increasing number of downloadable E-Reports are also appearing in their entirety. The OnTheWeb section of the site <<http://www.nfer.ac.uk/ontheweb/>> is also worth examining - this is a monthly current

Related FreePint links:

- 'Education' articles in the FreePint Portal <<http://www.freepint.com/go/p39>>
- Post a message to the author, David Renfree, or suggest further resources at the FreePint Bar <<http://www.freepint.com/bar>>
- Read this article online, with activated hyperlinks <<http://www.freepint.com/issues/160904.htm#tips>>
- Access the entire archive of FreePint content <<http://www.freepint.com/portal/content/>>

awareness service, which highlights and provides links to newly published documents which can be freely viewed online.

By the time you read this, the new Education Resources Information Center (ERIC) website <<http://www.eric.ed.gov>> should have been launched. ERIC is a database containing over 1.1 million bibliographic citations dating back to 1966. As well as containing references, ERIC also publishes a range of free-to-access Digests which summarise the current literature on a given topic. The new site also promises to make available over 100,000 full text documents that were previously available by paid subscription only.

International Resources

Knowledge about educational methods and outcomes in different countries is becoming increasingly valuable to researchers and practitioners alike. Happily for these groups, there are a number of websites that provide detailed information about the various education systems that are used around the world.

The International Bureau of Education (IBE) <<http://www.ibe.unesco.org>> is a UNESCO-affiliated organisation that is concerned with gathering and disseminating data on educational policy. The site is a fantastic source of information on a range of issues: particularly useful are the Databanks <<http://www.ibe.unesco.org/International/Databanks/dba.htm>> which offer, amongst other things, detailed dossiers on the education systems in approximately 150 individual countries, and access to extensive bibliographic data. It's also worth having a look at the IBE's Web Resources & Links page <<http://www.ibe.unesco.org/Links/linkhome.htm>>, which contains direct links to the homepages of educational ministries and other official bodies around the world.

In the UK, the QCA and NFER have collaborated to produce the International Review of Curriculum and Assessment Frameworks Internet Archive (INCA) <<http://www.inca.org.uk>>. The archive contains reports from 18 different countries on education for children in the 3-19 age bracket, and has recently added information describing teacher training in some of these countries. Users can view the content on a nation-by-nation basis, or access a series of reports and tables which make comparisons between different countries.

The Information Network on Europe (Eurydice)

Onopoly Update -- Advertising offers by email

Onopoly is the new one-stop-shop for information about advertising across the FreePint network. Sign up for the Onopoly Update to receive the latest ratecards and offers by email each quarter.

<<http://www.Onopoly.com/>>

KeepingLegal

<<http://www.KeepingLegal.com>>

Keeps information professionals up to date on aspects of the law that impact upon them and their customers.

Best Customer Service Team -- Nominate Now

<<http://www.freepint.com/events/online-info-2004/>>

Make your nomination today for this Online Information / FreePint award. Voting closes October 1st.

International Information Industry Awards

Hosted by Online Information and Information World Review Made a valuable contribution to the information community? Submit your nominations online (closing date 1 October)

<<http://www.online-information.co.uk/ol04/awards.html>>

Ceremony at Royal Lancaster Hotel, London, 1 Dec 04. Gala Dinner, Music, Entertainment and Celebrity Host. Tables going fast so reserve your place Today! - Email <lizzy.mills@vnuexhibitions.co.uk>

<<http://www.eurydice.org>> is an EC body which covers the education systems of the EU. Like the other international resources described in this article, its website is home to a mass of free publications and bibliographic data, as well as the Eurybase database <http://www.eurydice.org/Eurybase/frameset_eurybase.html>, which is a further multilingual source of information on national education systems.

Other Useful Sources

Two of the most indispensable educational publications are available in full on the internet; the Times Educational Supplement (TES) <<http://www.tes.co.uk>> and EducationGuardian <<http://education.guardian.co.uk>> are published weekly, and contain news articles, features, comments and more. Both publications offer full access to their archives dating back respectively to 1994 and 1998, and both websites have a range of additional, interactive features.

If you're thinking about a career change to work within education, there are a number of sites that you could choose to visit. The Teacher Training Agency <<http://www.tta.gov.uk>> provides information for trainee teachers on its own pages, but also hosts a separate recruitment site <<http://www.canteach.gov.uk>> for those still at the considering stage. Teachernet <<http://www.teachernet.gov.uk>> has been designed as an information source for existing teachers and school managers, but also contains some excellent career advice and information on other roles such as becoming a teaching assistant <<http://www.teachernet.gov.uk/wholeschool/teachingassistants/>>. The government has also recently recognised a new Higher Level Teaching Assistant (HLTA) status; details about this are available from the HLTA website <<http://www.hlta.gov.uk>>.

Finally, the excellent SOSIG service provides an expansive collection of hyperlinks via its education gateway <<http://www.sosig.ac.uk/education/>>, which should point users to some of the many other helpful sites which simply couldn't be fitted into this article. Resources are listed by type, so that you can quickly find the type of information that you require.

Duncan Parry is the Creative Director of Position Driver <<http://www.positiondriver.co.uk/>>, a UK-based PPC management agency. He is responsible for overseeing the creation of campaigns for clients operating in a range of industries. Previously he worked at Espotting, a leading European pay per click advertising engine, and UK search engine Lycos. You can contact him via <<http://www.duncanparry.co.uk>>.

Related links:

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- "Search Engine Advertising: Buying Your Way to the Top to Increase Sales" ISBN 0735713995, published by Cisco Press (an imprint of Macmillan Technical Pub)
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" Search Engine Advertising: Buying Your Way to the Top to Increase Sales "
Written by Catherine Seda
Reviewed by Duncan Parry

Search engines have been a hot topic in the press; Google's IPO has happened (with a few hiccups along the way), Lycos US has been sold and MSN are developing their own search technology. But starting a search engine marketing (SEM) campaign can still be daunting and potentially expensive. But if executed correctly a SEM campaign can be a vital source of new customers and offer a high return on investment. How do you learn how to plan, implement, measure and improve search engine campaigns? What different types of campaign are available?

Catherine Seda's "Search Engine Advertising: Buying Your Way to the Top to Increase Sales" offers answers to these questions and more. She starts with the basics - what is a search engine marketing campaign - and progresses through the different types of campaign available, how to implement them, how to measure success and how to improve performance.

The main topics in the chapters are: planning campaigns, pay per click (a.k.a. pay for placement) campaigns, paid inclusion (PFI) programs, advertising on shopping search engines, visitor statistics, and two of the most contentious topics in the industry: click fraud and trademark infringement.

The text is clearly written and easy to follow - perfect for a beginner in search marketing. It is

also suitable for anybody with experience of search marketing; I've worked in the industry for four years and found that the book made me think and consolidate knowledge I've acquired over time. Concept and techniques are accompanied by examples and real-world screenshots as appropriate.

A few minor details are out of date - MSN no longer shows paid inclusion result and Espotting no longer provides PPC results to Yahoo! Europe - but these minor inaccuracies can be forgiven, given the fast pace of change in the search industry. The author has worked in online marketing since 1995 and now runs her own agency in California - so the facts and techniques in the book come from experience gained from hard work with a variety of campaigns.

There is a chapter on implementing an international campaign (i.e. outside of the US) which provides useful tips and makes the crucial point of emphasising the cultural differences between the US and other countries as well as the obvious linguistic ones; for example what is persuasive sales copy in the US may be viewed as over-aggressive by consumers elsewhere. However this chapter is only an introduction to international campaigns and you will need to research options in your country.

There is also a useful glossary of terms and a list of useful websites. The book ends with an extract from a related title about search engine optimisation (SEO), the art of getting your site in a high position in the "normal" unpaid search results. It's important to note here that SEO requires a separate book of its own, although it is covered in relation to paid inclusion in this title. This is an easy to read, easy to follow book which I recommend to anybody considering a search engine marketing campaign.

FreePint

Contributors to this issue:

William Hann (FreePint Managing Editor), Annabel Colley (FreePint Editor), Penny (FreePint Administrator), David Renfree, Paul Pedley, Tim Houghton, Duncan Parry, Plain Text <<http://www.plain-text.co.uk/>> (proofreading).

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Contact

WEB: www.freepint.com
EMAIL: support@freepint.com
SUBSCRIPTIONS: subs@freepint.com
AUTHORS: www.freepint.com/author.htm
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Free Pint Limited

4-6 Station Approach
 Ashford, Middlesex
 TW15 2QN, United Kingdom
 Tel (UK): 0870 141 7474
 Tel (Int): +44 870 141 7474

Technology by Willco
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Feature Article

"Copyright - how to stay legal" By Paul Pedley

Paul Pedley is not a lawyer and is not able to give legal advice. The contents of this article do not constitute legal advice and should not be relied upon in that way.

Paul Pedley is Head of Research at the Economist Intelligence Unit, and has previously worked in the information departments of a law firm, property developer, and in a number of government departments. Paul is a Fellow of CILIP; represents Aslib on the Libraries and Archives Copyright Alliance; and is on the steering group of the JISC Legal Information service. Paul is also Editor of KeepingLegal <<http://www.KeepingLegal.com>>. The service covers legal issues affecting the information profession such as data protection, copyright and freedom of information. He regularly runs training courses on copyright, data protection and freedom of information; as well as on Internet topics such as the invisible Web, and business information on the Internet.

[This article is a introduction to the full FreePint report: "Copyright - How to Stay Legal" ISBN 1-904769-07-1 <<http://www.freepint.com/shop/report/>>]

Most people are not interested in copyright for its own sake, or as an academic subject. They simply want to be able to copy material with the confidence that they are doing so lawfully.

The problem is that copyright law is extremely complex, and doesn't provide the certainty that everyone wants. There are two key reasons why this is so.

Firstly, there are a number of key words and phrases in the Copyright Designs and Patents Act 1988 which are left undefined. They include: original, substantial, reasonable, fair dealing, and copying for a commercial purpose.

Secondly, in the legal system of England & Wales, case law plays an important part. Legal cases present specific problems out of which a point of law is extracted. The point of law is known as a precedent and it is binding on other courts which are at the same or a lower level in the hierarchy. So, when one wishes to understand copyright law, it is necessary to take account of both statute law and any relevant case law.

Authorisation is needed for any copying of material which is protected by copyright or database right. That authorisation could be in the form of statute (by one of the permitted acts or copyright exceptions) or getting the direct permission of the rights holder by entering into a contract or licence.

It is not always necessary to get the direct permission of the rights holder. For example, if you are sure that your copying falls within one of the permitted acts (or copyright exceptions), then this is, by definition, a lawful use of a work, even though it has not been authorised by the publisher. The problem is being able to have that certainty that the copying really does fit within a copyright exception, and that a court would take the same view.

Where you contact the rights holder directly for permission to copy, you should provide them with as much information as possible about what it is you want to copy and what it will be used for. The request should contain details of:

- Author and title of the extract you wish to reproduce
- Author and title of the publication in which the extract appears
- Page range
- Date of publication, and, in the case of journals, the volume and issue numbers
- The number of copies to be made

If you are going to be requesting copyright clearance from rights holders on a regular basis you should consider developing a standard form for this purpose. There is an example of a standard form on page 73 of Sandy Norman's

book "Practical copyright for information professionals: the CILIP handbook" which is published by Facet Publishing.

Even if you have a contract to copy content, you have to think about whether this covers what you want to do in terms of:

- How many people you are sending the material to
- The status of those people (are they in-house employees, are they freelance, are they clients)
- The location of the people (are they in your head office, or are some in satellite offices. Are they all in the same country)
- The purpose for which the copying is done (for example, if there is an article in a newspaper or magazine which is quite complimentary about your company, are you allowed under the contract to copy the material for use by the sales force as a sales aid?)

Copyright is not infringed unless the whole or a substantial part of a work is copied (s16 of the CDPA 1988). The problem is determining what is a "substantial part", because that is one of the undefined terms in the Act. What is clear, though, is that this could be qualitative or quantitative.

One question which people ask is whether they would still be breaching copyright if they were to copy out a text by hand, or by typing it into a word processor. The answer is yes, that to copy the content as a sequence of words would be an infringement. What it would avoid, though, is copyright infringement in the typographical arrangement of the work.

The Copyright and Related Rights Regulations 2003 introduced a number of new offences. They include:

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- FreePint No.95 6th September 2001. "Railways Online in the UK" and "From Fortune 500 to Handelsblatt's European 500 - a look at some useful European and International Rankings" <http://www.freepint.com/issues/060901.htm>
- FreePint No.70, 7th September 2000. "A Web of Mental Health" and "Top Sites on the Web for Aeronautics and Aerospace Science and Technology" <http://www.freepint.com/issues/070900.htm>
- FreePint No.45, 9th September 1999. "File finding, file filing" and "Intranets and extranets" <http://www.freepint.com/issues/090999.htm>
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- circumvention of technological measures
- communicating a work to the public where this affects prejudicially the owner of the copyright
- removal or alteration of electronic rights management information

There are many legal cases which illustrate what can happen when copyright is infringed. To pick just one example from last year, Legg Mason had a subscription to Lowry's Market Trend Analysis for which they paid USD700 a year. This entitled one person to use the newsletter. However, they were routinely posting the PDF of the newsletter on the company's intranet which was accessible to more than 1,300 employees globally. The federal district court in Maryland found Legg Mason liable to Lowry's for breach of contract and wilful copyright infringement, and they were required to pay USD19,725,270 in damages and lost subscription fees.

Because of the lack of legal certainty, copyright is really a question of managing risk. If I had to prioritise a number of activities in terms of the level of risk, then they would be:

Low risk

- copying for users under the "Library Regulations"
- single copying
- one article or a reasonable amount
- copying where a declaration form is used

Medium risk

- Fair dealing

High risk

- Copying whole works
- Making multiple copies of the same item
- Systematic single copying
- Any commercial exploitation

With the implementation of the Copyright and Related Rights Regulations 2003, fair dealing only covers copying for a non-commercial purpose. There is also a requirement to stay within the agreed safe copying limits which are:

- one article from any one issue of a journal or periodical
- one chapter or 5 percent of extracts from a book

The fair dealing exception, which allows limited copying for non commercial purposes or private study would not allow you to place digital copies on a network; and, unless it is impracticable to do so, you must acknowledge all copies.

Each organisation will have its own requirements for copying content, and will need to develop a policy which reflects those needs. In order to demonstrate that they are taking copyright seriously, there are a number of steps which can be taken:

- place copyright posters prominently next to photocopiers, scanners and computer terminals
- set out your organisation's copyright policy in places such as the staff handbook
- publish a statement on responsible use of the intranet

- circulate a guide to copyright written by the in-house lawyer
- create a set of frequently asked questions which deals with the typical uses your organisation makes of copyright-protected material
- organise internal training on copyright which is tailored to the needs of your organisation

The corporate sector has been particularly affected by the changes brought about by the Copyright and Related Rights Regulations 2003. It is very likely that they will need to take out licences with organisations such as the Copyright Licensing Agency or the Newspaper Licensing Agency in order to enable them to continue doing lawfully what they may in the past have felt able to do under the fair dealing exception. Through its Copywatch initiative and website, CLA is offering rewards of up to GBP20,000 for reliable information about illegal photocopying or scanning leading to a successful licensing outcome or to a legal action in the corporate sector.

For information professionals, copyright is an ethical issue just as much as it is a legal one. CILIP's new ethical principles and code of professional practice says:

"The conduct of members should be characterised by ... respect for, and understanding of, the integrity of information items and for the intellectual effort of those who created them"

It goes on to say that "Members should ... defend the legitimate needs and interests of information users, while upholding the moral and legal rights of the creators and distributors of intellectual property".

These areas are explored in more detail in the new report: "Copyright - How to Stay Legal" ISBN 1-904769-07-1, which is available from FreePint <<http://www.freepint.com/shop/report/>>.

The report covers areas such as copyright compliance, why there is so much legal uncertainty, how copying can be authorised through statute, permission, licence or contract; what constitutes copyright infringement, and what are the consequences; relevant legal cases and their outcomes; minimising risk; organisational policies, and keeping within the terms of licence agreements.

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