Bet You Missed It -- Press Clippings -- In the News -- Carefully Selected by Your Crack Team of News Sleuths

Bruce Strauch
The Citadel
WELL, YOU ALWAYS WANTED TO BE AN AVATAR
by Bruce Strauch (The Citadel)

The next level up from Facebook is virtual three-dimensional worlds. Club Penguin, Barbie.Girls.com, Second Life. And now comes Kaneva, the brainchild of Christopher Klaus who became a billionaire while a student at Georgia Tech via Internet Security Systems. With that wad of money in his pocket, he had no need of venture capital when he launched Kaneva, his virtual world community where participants will create animated avatars that are their alter egos to socialize with other avatars.


NO MODELS OR ACTRESSES AT ATG
by Bruce Strauch (The Citadel)

In 2005, Kathy Ireland and Elizabeth Taylor got control of House of Taylor Jewelry, a higher-end jewelry company that markets under the names of said model and actress. Shares have dropped 92% in two brief years. From a market cap of $279 million, it’s now at $29 million. Shares are selling at 60 cents.


THE END OF TV AS WE KNEW IT
by Bruce Strauch (The Citadel)

MySpace moves into the MTV world with Roommates, a tale of four girls fresh out of college living in reality-non-reality. Episodes are four minutes and plot is thin.

So along with YouTube, MySpace is now taking on TV via the Internet. YouTube and Facebook are letting viewers put up the content, but advertisers aren’t excited by babies eating dog food or 14-year-old girls kissing each other. MySpace has found you can produce a professional video like Roommates for $3,000 and put an ad at each end. Plus Ford forked over an estimated $500,000 sponsorship in advance. In one episode, a girl buys — you guessed it — a new Ford.


ROSENBLATT’S PROGRESS
by Bruce Strauch (The Citadel)

The son of a nuclear physicist, Richard Rosenblatt got a law degree to please his parents. He hated it. But then along came the Internet. He built MySpace for a failing company and sold it to Fox for $650 million of which his cut was $23 million.

Now he has raised $320 million for Demand Media, the Web’s largest social network of hobby sites. Amateurs and experts will hang out via the Web, share how-to articles and post videos. And as advertising rolls in, the contributors will share in the loot. The company is valued at $1 billion.


THE BEST LAID PLANS OF MICE AND MEN
by Bruce Strauch (The Citadel)

The damages settlement of the famous Tasini v. N.Y. Times case has broken down on appeal. You don’t have to register a copyright to have one; only put your work in tangible form. But you have to register to sue. And a whole bunch of writers who were part of the settlement were not registered.

Thus, the district court has no jurisdiction over them and can’t approve the settlement. And the appeals court vacated and remanded “for proceedings consistent with this opinion.” Which is presumably a blizzard of registrations.


Rumors
from page 68

We at the College of Charleston are buying more media (DVDS and VHS) than ever. How about you? Philip Hallman’s great Media Minder column will run in the February issue of ATG. Coming up!

And we have a great Wiki and acquisitions article in this issue, p. 78 but we have another acquisitions and wiki article by Steve McKinzie and Keith Engwall coming in a future issue! In case you missed it, RENEW, RENEW!

Be sure and read Celia Rabinowitz’ rebuttal to Rick Anderson’s Op Ed about reference librarians. Celia says she will continue to staff her reference desk with librarians! This issue, p. 30.

I was always leary of riding the elevators in the Francis Marion hotel. No. It’s not just the FM elevators, mind you, it’s every single elevator. I should say that I am leary of riding ANY elevator. I have been stuck in more than one and I don’t like it one bit! But, you know what, I “screwed my courage to the sticking place” (to quote Lady Macbeth) and rode the elevator in the FM. And who did I meet and talk to but the delightful Dr. Mehdikhosrow-Pour! See our fascinating interview, this issue, p. 34.

And, I didn’t meet Jonathan Dahl under such dramatic circumstances, but I met him nonetheless and the rest is history. See his interview, this issue, p. 32.

I am sure that you have all heard about the recent decision by the US Court of Appeals for the Second Circuit regarding the Tasini decision in 2001. Anyway, the wonderful Bill Hannay has written an article in this issue p. 84 and we continued on page 75