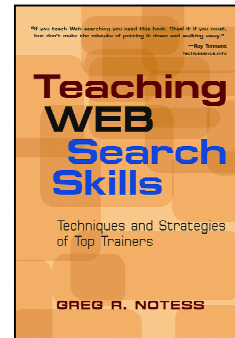


NEWS RELEASE



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Teaching the Art of the Search

A New Book, *Teaching Web Search Skills*, Presents the Training Techniques and Strategies of Leading Instructors

September 18, 2006, Washington, DC —At the WebSearch University event taking place at the Washington Marriott, Information Today, Inc. (ITI) announced the publication of *Teaching Web Search Skills: Techniques and Strategies of Top Trainers* by Greg R. Notess.

Educators, librarians, and others who teach Web searching will welcome this instructor's guide from Notess, a leading trainer and search guru. In the book, Notess augments his personal advice with examples, approaches, and techniques from a virtual "who's who" of the search training world: Joe Barker, Paul Barron, Phil Bradley, John Ferguson, Alice Fulbright, Ran Hock, Jeff Humphrey, Diane Kovacs, Gary Price, Danny Sullivan, Rita Vine, and Sheila Webber.

"Greg Notess pulls together an impressive number of training tips, tapping not only into his own considerable knowledge base but also into the minds of the foremost Web search trainers on two continents," according to Marydee Ojala, Program Coordinator of WebSearch University. Ojala described the book as "a wonderful learning experience."

Teaching Web Search Skills presents a variety of approaches to instructional design and methodology, lists a range of essential training resources, and features dozens of figures, search screens, worksheets, handouts, and sample training materials. Roy Tennant, author of *Managing the Digital Library*, said, "If you teach Web searching you need this book."

—more—

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Teaching Web Search Skills includes the following chapters:

1. Web Searching and the Teaching Paradox
2. Understanding Our Audience
3. Choosing an Instructional Session Type
4. Online Tutorials: Friend or Foe?
5. Organization: Focus, Length, and Goals
6. Terminology
7. Content: Web Search Features
8. Content: Primary Concepts
9. Additional Content: Image Searching, News, Usenet, and More
10. The Search Engines
11. Creating a Framed Workshop Web Page
12. Presentation Tips, Tricks, and Shortcuts
13. Tales from the Trenches: Anecdotes, Examples, and Exercises

To celebrate the publication of *Teaching Web Search Skills*, ITI is offering a free copy of the book to every attendee of the WebSearch University event in Washington. Author Notess, a member of the WebSearch University teaching faculty, will take part in a book signing during the event. For more information about WebSearch University, visit www.websearchu.com.

Greg R. Notess, a reference librarian at Montana State University, has taught Web searching and other Internet topics since 1991. A three-time winner of the Gale Group Information Authorship Award, he is a columnist for *ONLINE* magazine and a popular conference speaker. Notess maintains the popular SearchEngineShowdown.com Web site, where he reviews, compares, analyzes, and comments on the rapidly changing Internet search environment.

Teaching Web Search Skills: Techniques and Strategies of Top Trainers (368pp/softbound/\$29.50/ISBN 1-57387-267-9) is published by Information Today, Inc. It is available in bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infotoday.com; or visiting the ITI Web site at www.infotoday.com.

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