

For the holidays last year, we gave my grandparents a digital picture frame. The ever-changing frame cycles through a series of 20 photos daily that we've uploaded onto a Web site. Every morning at 9 a.m., the digital slide show begins. And every morning at 9 a.m., my grandparents anxiously await the next set of images. Many of the images are scans of old photos, some are new, but all of them focus on the family. And they love it.

My mother chuckled a bit at the gift and thought that we were giving my grandparents the "gift of us"—how thoughtful of us, the shameless self-promoters. But my grandfather said it was the greatest gift we've ever sent his way (although the digital picture frame is no match for a striped tie). He feels that the frame keeps him connected, literally.

Just as my grandparents are now hooked on our daily digital dose, the folks at Stanford Law School have a new electronic news habit. Paul Lomio, assistant director for information services at Stanford's Law Library, wakes up before any law student has ever hit the snooze button for the first time that morning. He assembles a daily news e-mail that is sent to the whole Stanford Law School community and then posts a printout of the e-mail on a library bulletin board.

Lomio's e-mail is a summary of Stanford folks in the news. From quotes to comments, from PBS interviews to guest blogging, he has taken people-watching to the electronic level. And the good people at Stanford can't get enough of it.

The Secret Weapon

How does Lomio, a self-described information junkie, do it? He relies heavily on automated news searches that run on Westlaw and Lexis. He sets up generic queries for individual names or the terms "Stanford Law School" and receives daily updates on the searches.

The automated searches dump into Lomio's inbox in the wee hours of the

morning, "a real bonus for living in Pacific time," Lomio said. And he takes full advantage of the early news feeds getting the daily Stanford Law e-mail out before 6 a.m. Pacific time.

"When our faculty visits back East, as they often do, they'll get to read the Stanford headlines by 9 a.m. East Coast time," Lomio said. "It's like they never left home." And in the six years that Lomio has been doing this, there has not been a single day when a Stanford law person wasn't quoted or noted in the news.

Now, that's service! But it is so much more. This news service keeps everyone in the law school community informed, and it also keeps the law library at the center of it all.

The Hip Bone's connected to the Leg Bone ...

The Stanford Law School Web page displays news of the school on an ever-changing basis. Many of the wonderful stories featured on the home page have been generated from Lomio's daily mail. The law school Web site will also regularly advertise an upcoming event or faculty television appearance. Lomio then uses these leads as tips for items to include in the e-mail



Paul Lomio, assistant director for information services at Stanford's Law Library, wakes up in the wee hours of the morning to assemble a daily news e-mail about Stanford folks in the news that is sent to the whole Stanford Law School community.



Stanford law students gather at the news bulletin board, reading the latest e-newsletter printouts from law librarian Paul Lomio.

update. Any press coverage that Lomio selects for inclusion in the e-mail might find its way back onto the law school home page. And, so on, and so on ...

It doesn't end there. The law school publications team uses the daily news e-mail to determine who and what should be profiled in the coming issues of alumni magazines or online newsletters. Many faculty members relish the spotlight and

The Simple Elegance of Shameless Self-Promotion

Stanford Law Librarian Congratulates Law School and Elevates Library through Daily E-Newsletter

by Erika V. Wayne

attention that it brings. Who knew that an information fiend could become a starmaker?

Some faculty will supply Lomio with a scoop on an upcoming interview. Others will send him a pre-press copy of an editorial. A few will even pass along the latest race times for their athletic colleagues. Often these same faculty members will pop by the library to chat about today's news. You might overhear, "Professor X was quoted in three newspapers today," "That time was for a full marathon, not a half," or "How did Paul find that mention of Stanford in a German newspaper?"

Everyone's in on It

Faculty members aren't the only ones smitten with the daily news. Staff members are cub reporters for Lomio—they are always on the lookout for an article by a Stanford grad or a news feature that slipped through the cracks. (Pssst, Birgit Calhoun, a library staffer, is the reason why Lomio unearths news gems in German.)

Students, too, know that the precious 15 minutes of fame might come early thanks to Lomio's news service. Many students will send in their articles that are featured in student newspapers or online zines; student features great and small will find a place in

the daily e-mail news. And you can always find students standing at the news bulletin board, reading the latest e-mail printouts. This beats the water cooler, hands down.

I don't think I mentioned it before, but my grandfather recently invited some of his friends from the supermarket to stop by his house and look at his fancy-schmancy picture frame. I think I've just done the same thing. Shameless self-promotion: give it a try.

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