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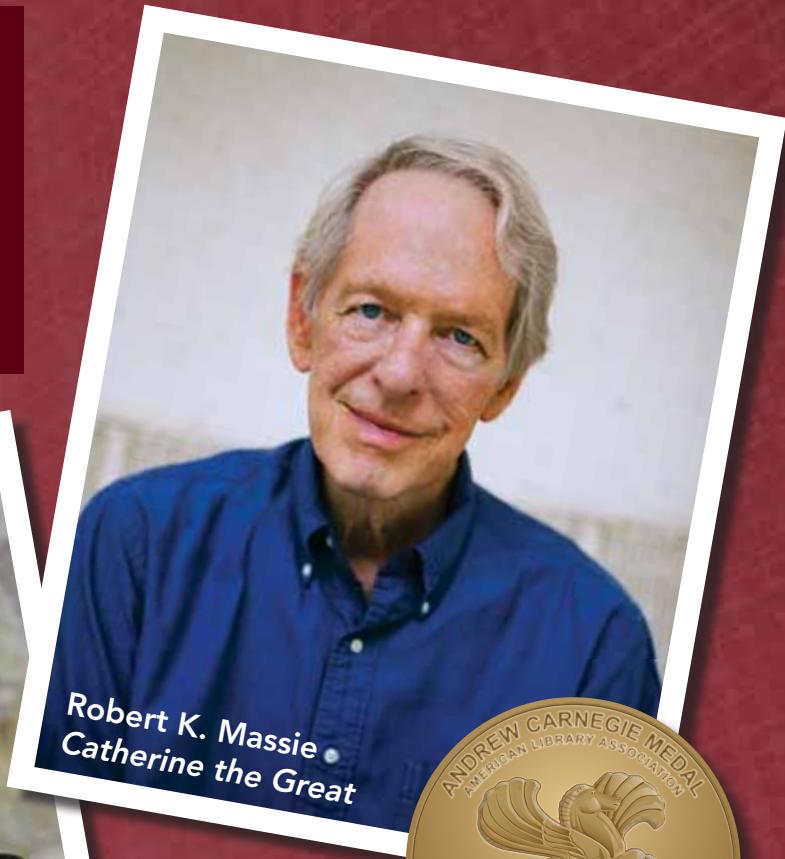
JULY/AUGUST 2012

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

FIRST Carnegie Medals for Excellence in Fiction and Nonfiction



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The Forgotten Waltz



Robert K. Massie
Catherine the Great

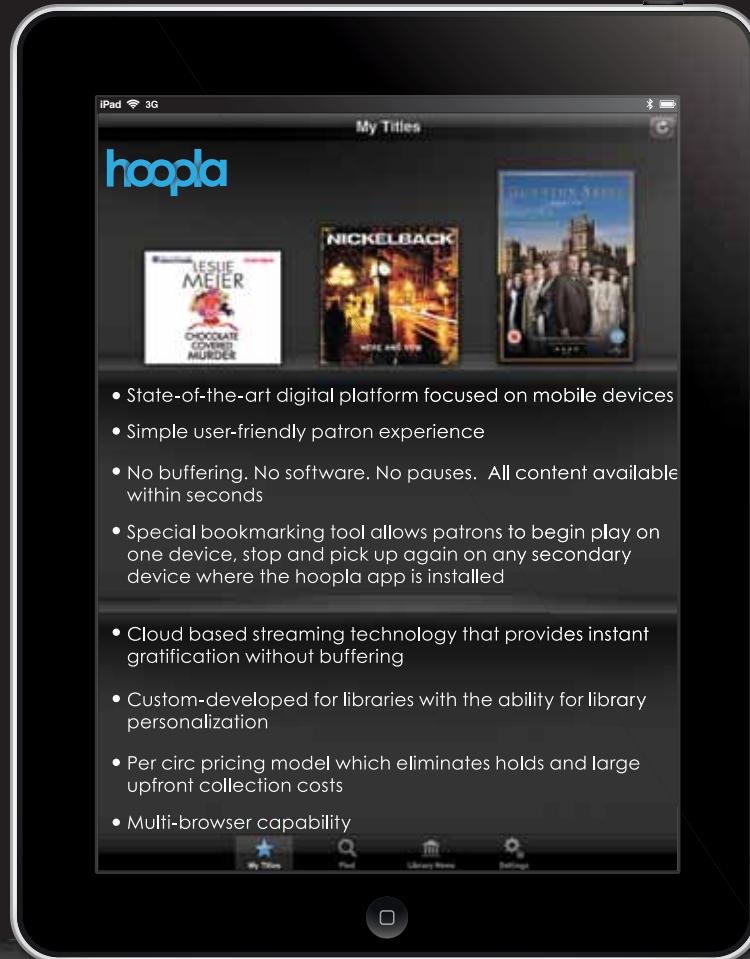


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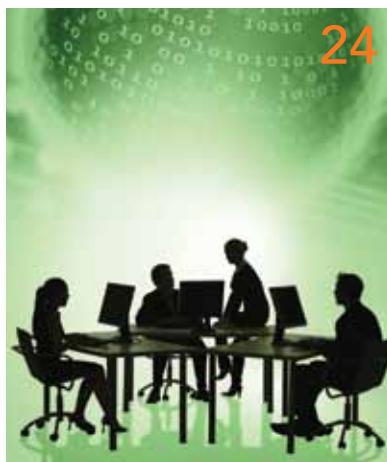
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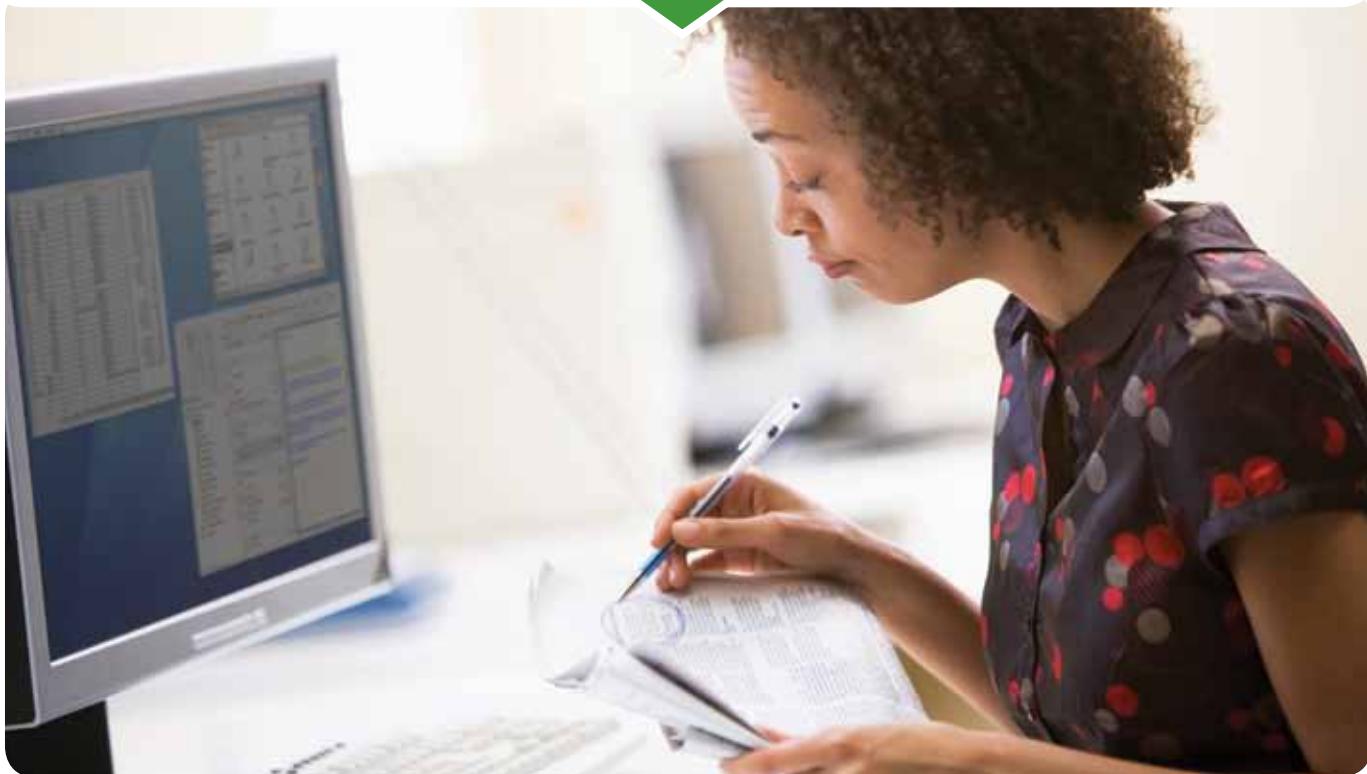
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What is success?



Let's keep learning

It's different for everyone. For some it's a new job. For others, it's starting a business, retiring early or learning a new skill. But however people define success, they count on your library for ways to help them reach their goals.

OCLC WorldShare™ provides a cooperative strategy, technology platform and management services that enable you to create new efficiencies and share innovation. Libraries worldwide have already worked together to create WorldCat, a remarkable example of collaborative information services. WorldShare builds on that achievement, providing new ways for libraries to operate, innovate and collaborate at Webscale.

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Librarian Lifespan

by Laurie D. Borman

Some 20,000 of us decided to start summer off right with a trip to ALA Annual Conference in Anaheim last month. If you missed the excitement, or want a recap on what happened, no worries: We've provided a wrap-up for you in this issue on pages 36–45. The first Carnegie Medals for Excellence in Fiction and Nonfiction provided lots of buzz—the winners' interviews are on page 38. For more Annual follow-up, you can find video interviews with conference speakers, handouts, and more at americanlibrariesmagazine.org and at ala.org.

Whether it was your first Annual—as it was for me—or the most recent of many, this year's conference offered up authors, advocacy, awards, and plenty of practical ideas to take home. And to keep the momentum going, a recent two-day Virtual Conference (no middle air-

plane seats required!) garnered hundreds more participants. Experimentation and innovation were watchwords for that event—excitement generated by dozens of speakers, including Travis Good from *MAKE* magazine talking about Makerspaces in libraries. That's a trend we'll be watching

and reporting on in the future.

We could call this issue Librarian Lifespan, as we jump from trends in library education to job seeking to retirement ideas. Wherever you are in your career, we've got you covered. Library schools join in innovating, as evidenced by the various concentrations and joint programs offered across North America. Want to take Chinese in your LIS program? Delve deeper into infomatics? Learn more about how these offerings are shaping new librarians—and vice versa—in our feature by Senior Editor Beverly Goldberg on pages 24–26.

Seeking to help their communities, public libraries have long aided job seekers, from stocking books on résumé writing to offering online access for job searches and application submissions. But libraries are also helping the economy by encouraging entrepreneurs, from providing crucial information in new databases to partnering with local government for services and programs. Learn how your library can do more by reading our feature by Bradley Collins on pages 28–31.

For those nearing the end of their careers, we've got some advice for you. Check out pages 32–35 about working part-time after retirement in an excerpt from ALA Editions' *Pre- and Post-Retirement Tips for Librarians*. The chapter was written by Rita Marsales, and the book edited by Carol Smallwood. Rita's had a lot of part-time post-retirement gigs, some to make us all truly envious. You can also glean tips from members of the newly formed Retired Members Round Table and even calculate pension rates and life expectancy. Apparently I'm going to live past 90, so I'm going to need part-time work after retirement—preferably one of Rita's suggested travel jobs. ■

Regardless of where you are in your library career, this issue covers topics that are relevant to you.

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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Rethinking ALA

Careful consideration and planning are necessary to reshape the Association

by Maureen Sullivan

A year ago then—ALA President Molly Raphael called for “all of us to work together and build a better future for all library communities.” As president-elect I took these words to heart and made the commitment to continue the work of Molly’s presidency during my term. Our strategic plan, ALA 2015, is an excellent framework to engage all of us in fulfilling the overarching goal to build “a world where libraries, both physical and virtual, are central to lifelong discovery and learning and where everyone is a library user.” This invites us to focus our collective attention on our communities—to understand the needs, interests, challenges, expectations, and opportunities of the diverse and changing constituencies we serve.

A highlight of the 2012 ALA Mid-winter Meeting was a program in which Rich Harwood of the Harwood Institute for Public Innovation offered ideas about opportunities to turn outward to our communities. He invited us to recognize and act on two core values: courage and humility—the courage to step forward and assume a leadership role in community engagement and the humility to accept that we cannot be all things to all people, to listen to diverse points with an open mind, and to recognize that we do not have all the answers.

Much of my career in librarianship has been devoted to leadership development. A number of high-quality

programs are now available in our field. I have identified two areas of need: first, preparing leaders for what will be different in the digital world, and second, creating an ALA leadership development institute.

While some Association divisions and chapters offer excellent programs, ALA as a whole does not have such a program. The development of a proposed curriculum, an action plan, and a timetable to establish an Association-wide leadership development institute is underway. We expect to offer the first institute in 2013.

ALA has also partnered with the Harvard Graduate School of Education in Cambridge, Massachusetts, to design a 2½ day institute in late fall or early spring for leaders of all types of libraries. The institute will focus on the challenges of leading in the digital age.

Several factors have convinced me that it is time to give serious consideration to rethinking ALA. These factors include: recent presidential initiatives and their respective reports, such as the *Future Perfect Presidential Task Force Report*, the *Report of the Presidential Task Force for Improving the Effectiveness of ALA’s Council*, and the *ALA Young Librarians Working Group Final Report and Recommendations*; the current and prospective budget situation; the ambitious goals set forth in ALA 2015; forces for change in the larger context in which

we live and work; and numerous conversations with members, prospective members, and ALA staff.

In *The Race for Relevance: 5 Radical Changes for Associations* (ASAE Association Management Press, 2011),

authors Harrison Coerver and Mary Byers make a compelling case that today’s association leaders must address the need to make fundamental changes in their organizations

so they can thrive. My plan is to guide us into every undertaking with careful consideration and planning. To be effective, we need to create a process that builds on our current strengths, includes opportunities for broad engagement, and shapes a strong framework for the future.

We continue to face serious issues. But we also have a wealth of opportunities to make the case for the role and contribution of libraries in ensuring informed and engaged communities. I welcome your ideas and suggestions. Together we can build on ALA’s status as the oldest and largest library association in the world and ensure it remains the best and most relevant association for everyone working in this field. ■

MAUREEN SULLIVAN is an organization development consultant to libraries and professor of practice in the Managerial Leadership in the Information Professions doctoral program of the Graduate School of Library and Information Science at Simmons College in Boston. Email: msullivan@ala.org.



Much of my career in librarianship has been devoted to leadership development.

Comment Enabled

Valuing the Master's Degree

In his Will's World column "The Matter of the Master's" (*AL*, May/June, p. 96), Will Manley is far off the mark regarding the value of the master's degree. His reference to the MLS, rather than the MLIS—master's of library and information science—is just more evidence that perhaps he needs to return to school and learn what a modern library school degree really involves.

Librarians are information professionals in the information age. I don't believe that the role of librarians outside of libraries is "used-car

salesmanship," as Manley states. A simple review of the various job lines and employment pages throughout the country will attest to the MLIS being a unique, highly

demanding qualification. I, for one, am pursuing my MLIS at Simmons College in Boston with no intent of working in a library.

The MLIS is a highly technical degree that is not all about storytimes, but primarily about the use of technology in storage, management, and retrieval of information across the world. Does WorldCat mean anything to you, Mr. Manley? Know anything about digital archives? Do you really think that modern information professionals only check out books?

The library profession does not have an issue with reality, as Manley suggests in his concluding remarks. His concept of what a librarian does in the real world is stuck in the past.

Julie Steenson

New Boston, New Hampshire

I just completed editing *Defending Professionalism: A Resource for Librarians, Information Specialists, Knowledge Managers, and Archivists* (Libraries Unlimited, 2012). In the process of developing this volume I was able to work with talented authors from across the library and information spectrum—all of whom were either long-serving practitioners or experienced librarians turned library and information educators. In a time of crisis, these dedicated advocates accepted the challenge to share their wisdom about preserving and expanding the value of professional education (MLIS, MIS, etc.) in the US, Canada, and elsewhere.

In my research, I repeatedly encountered the reality that certain library leaders, including those who achieved notable success in yesterday's less-challenging times, came close to panicking when Great Recession cutbacks were announced. Caught unprepared, often because of their inability to understand the priorities of their funders, these leaders sometimes rushed to deprofessionalize rather than justify professional librarian positions. Unfortunately, they had never learned to market their programs and advocate effectively for professionalism in

delivering responsive service. It is no wonder that their libraries often suffered disproportionate cutbacks in this lingering financial crisis.

These leaders failed to understand that professional education, among its many values, tends to enhance quality in the personnel hired. Support for educated professionalism simply encourages recruitment practices that are far better than those developed from such historic and discriminatory approaches as "old boy" and "old girl" ties, family associations, political connections, and personal networks. In their run from responsibility, some of these library leaders forgot that professionalism and its values for providing effective service are sustained from generation to generation through embracing, supporting, and occasionally challenging relevant higher education.

Rather than single out those who now undermine the education that was essential to their own success, I will conclude this: Leaders are not true leaders if they have benefited from their professional educations but have forgotten their affirmative obligation to actively support and improve such education for the benefit of their successors and the constituencies they are charged with serving.

Bill Crowley

Dominican University
River Forest, Illinois

Not Afraid of the Future

In response to "Navigating the Ebook Revolution," by James LaRue, *AL Online*, May 23:

I'm thinking of the future—and of the children who have grown up with

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to americanlibraries@ala.org; fax 312-440-0901; or *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.

computers and use them (along with other electronic devices) as casually as I used a telephone when I was young. This generation will use a Kindle like they use a cellphone and not even remember books. That means we need to keep as many of our books as possible because they will be worth a fortune some day.

They are the patrons we need to think of in less than 20 years and we need to adapt our libraries to that idea.

Rebecca Forry
Castle Rock, Colorado

As an author of both ebooks and real books (made with paper and ink), I have resisted Kindle and other e-readers. Why? Because I like the feel of the book, the look of the book, the smell of the book, the marks in the book, the interesting bookmarks I use, the books on the shelves that beautify my home and office, the books with authors' signatures, the books I loan, the books I borrow, the books I read again and again, and the books I refer to from time to time.

Books are far more than words on paper. They are friends, teachers, advisors, and lovers. They are inspiration and education; beautification and edification; consternation and frustration; and exasperation and gratification.

I was just forwarded a brand-new book as a PDF. It is written by a famous author and publisher. I had already purchased his real book. I won't read his PDF on my computer, but I will consume his real book as soon as it arrives. Give me a real book, please.

Ronald Ross
Loveland, Colorado

Publisher-Library Relationship

In response to "Digital Working Group Pushes for Expanded Ebook Access" by Sari Feldman and Robert Wolven, *AL Online*, May 24:

It's going to take more than spotlighting the concern of libraries about this situation. Yes, publishers should be

concerned that libraries are concerned, but it's the bottom line that dominates the publishing world, as it should, because publishers' purpose in life is to make a profit, not be altruistic.

Librarians should educate publishers about new business models and truly convince them that this scary time of transition and evolution of the digital age can be a win-win for both publishers and libraries. A good dose of creativity and new thinking can make the bitter medicine easier to swallow.

Instead of the adversarial mentality between publishers and librarians, let's make a mutual agreement to forge collaborations and partnerships. A good model for this is Douglas County (Colo.) Libraries' proactive redefinition of the business relationship of publishers and libraries with regard to digital rights management and other innovations.

Libraries must continue to become less passive, think and behave like a business enterprise, and lead the way, not follow.

Ed Sadowski
Littleton, Colorado

A Career that Matters

In reaction to "ALA President Responds to *Forbes.com* Post that the MLIS Is Among the Worst Master's Degrees," *ala.org*, July 10:

At Colorado State Library's Library Research Service, I've kept a close eye on the LIS community's response to the June 8 *Forbes* article on the "best and worst master's degrees," which labels the MLIS as among the less lucrative. I was pleased to see ALA President Maureen Sullivan's *Washington Post* response emphasize the intrinsic benefits of librarianship—such as the opportunity to make a significant difference in other people's lives—as a counterargument.

LRS recently published the findings of our 2011 survey of almost 2,500



people in the LIS field on the topic "What Is the Value of an MLIS to You?" Sullivan's observations echo theirs: Librarians value their profession because of its intrinsic benefits, rather than its monetary potential. For example, one respondent commented: "Every day I go to work excited about what I do, whether it's doing storytime, visiting classes, doing readers' advisory for our patrons, or teaching classes to the staff and public. I feel as though what I do matters to the quality of life of our individual patrons and to the vibrancy of our community." The majority of respondents also agreed that their degree was worth the time and money invested in it, and would still recommend pursuing an MLIS.

More details about our study and links to the full report, as well as a "Fast Facts" containing study highlights, are posted at: lrs.org/news/2012/06/19/what-is-the-value-of-an-mlis-to-you.

Linda Hofschire
Library Research Service
Colorado State Library, Denver



SEE MORE COMMENTS at americanlibrariesmagazine.org, or use a QR code reader app on your smartphone to scan this bar code.

Latest ALA Annual Report Reveals Successes, Concerns

The latest ALA Annual Report features key initiatives of 2010–2011 President Roberta Stevens, including “Front-line Fundraising,” “Our Authors, Our Advocates,” and the “Why I Need My Library” video contest.

Among the highlights is a survey that shows how US public libraries continue to expand as technology centers for communities, providing essential resources for job seekers and support for e-government services, and how, as the demand for ebooks grows, libraries have become the go-to source for free

downloads. However, budget cuts have forced libraries nationwide to reduce operating hours.

The report also notes successful efforts to secure legislation that strengthens libraries, including work to secure a Federal Emergency Management Agency policy change that allows libraries to be eligible for temporary relocation during major disasters and emergencies.

The Association also worked to help libraries around the world affected by disasters, including the establishment of a fund in the wake of the Japan earthquake and tsuna-

mi and continued fundraising efforts for libraries in Haiti.

The latest ALA–Allied Professional Association salary survey revealed average increases across all six position types—from a 2% uptick for support staff managers to a 13% increase for public and academic directors.

As of October 2011, the Spectrum Presidential Initiative had raised more than \$950,000 of a \$1 million goal for its scholarship program. The goals are to provide two \$25,000 doctoral scholarships; increase the Spectrum Endowment; and develop programs for recruitment and career development.

Visit ala.org for more information.

PLA Receives Grant for Digital Summer Reading

ALA's Public Library Association (PLA) has been awarded a \$50,000 planning grant from the Institute of Museum and Library Services to support the research and design of a national digital summer reading (NDSR) program website application. PLA will work in partnership with Influx Library User Experience to manage the project and plan development of the app.

Expected to be built on the Digital Public Library of America platform, the NDSR app will be available to all libraries in the US. The anticipated app will enable children and teens to interact with public libraries and summer reading content in numerous ways, including reading, listening, watching, playing, writing, reviewing, drawing, and recording.

Influx principals Nate Hill, assistant director for technology at Chattanooga (Tenn.) Public Library, and consultant Aaron Schmidt will lead the company's efforts. The initial phase of the grant project occurs this summer and will result in an interactive online locator of summer reading programs. The second phase, to take place in spring 2013, will lead to a white paper that will reflect the research and outline a plan for the creation of the app. The white paper will be online to allow for public contributions.

PLA is working with an advisory board of both school and public librarians to steer the research, evaluate progress, and engage the library community.

For more information, contact PLA Executive Director Barb Macikas at bmacikas@ala.org or 312-280-5028.

Dollar General Renews School Library Support

The Dollar General Literacy Foundation has renewed its commitment to ALA's American Association of School Librarians (AASL) and school libraries across the country by dedicating an additional \$435,000 in grants to Beyond Words: The Dollar General School Library Relief Fund. The donation brings Dollar General's support of rebuilding school libraries affected by natural disaster to a total of \$1.6 million.

The new round of grants also offers two annual catastrophic awards and an increase in grant amounts. Previous grants ranged from \$5,000 to \$15,000. Grants now range from \$10,000 to \$20,000.

In 2006, Dollar General, in col-

laboration with ALA, AASL, and the National Education Association, began sponsoring a school library disaster relief fund for public school libraries in the states served by Dollar General. Beyond Words provides funding to public schools affected by disasters to rebuild and expand library programs. The grants can be used to defray the cost of replacing or supplementing books, media, and/or equipment in the school library.

As of June 11, more than \$1 million in grants has been awarded to more than 130 schools across the country. In addition, the program features a website devoted to disaster preparedness with resources and a toolkit to help school librarians prepare for and deal with natural disasters and terrorist acts. Visit ala.org/aasl/disasterrelief.

Emerging Leader Deadline Nears

The deadline is August 3 for individuals interested in joining the 2013 class of ALA Emerging Leaders.

The program is designed to enable library workers to get on the fast track to ALA and professional leadership. Participants are given the opportunity to work on a variety of projects, network with peers, and gain an understanding of ALA's structure and wide range of activities.

Individuals who are considering applying to the program should be under 35 years of age or be a new library professional of any age with fewer than five years of experience working at a professional or paraprofessional level in a library. They should also be able to attend both the 2013 ALA Midwinter Meeting in Seattle, Washington, January 25–29, and the 2013 ALA Annual Conference in Chicago, June 27–July 2.

An ALA division, round table, ethnic affiliate, state chapter, or

school library media affiliate will sponsor nearly all of the selected applicants. Each sponsor will contribute \$1,000 toward the expenses of attending Midwinter and Annual Conference. Sponsorship is not required for participation in the program.

Visit ala.org/educationcareers/leadership/emergingleaders.

ALTAFF Votes to Change Its Name

Beginning September 4, ALA's Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) will be known as United for Libraries: the Association of Library Trustees, Advocates, Friends, and Foundations. The name change received the majority of votes during the 2012 ALA election.

According to ALTAFF Division Councilor Susan Schmidt, in the coming months the new United for Libraries name and logo will be featured on the division's website.

"Our name change mirrors the work this important division of ALA does—that is, uniting the voices of library lovers everywhere to strengthen, support, share best practices, and to ensure that libraries of all types thrive," said ALTAFF President Donna McDonald.

Visit ala.org/altaff.

Authors Chen, Treuer Join JCLC Lineup

Award-winning and bestselling authors Da Chen and David Treuer will headline an adult author luncheon during the Joint Conference of Librarians of Color, September 19–23, in Kansas City, Missouri. The conference theme is "Gathering at the Waters: Celebrating Stories and Embracing Communities."

Chen is author of numerous titles, including *Brothers*, winner of ALA's 2007 Asian/Pacific American Librarians Association (APALA)

TEEN BOOK FINDER



Visit the Apple App Store and download the free Teen Book Finder—the first app created by ALA's Young Adult Library Services Association—available courtesy of funding from the Dollar General Literacy Foundation. Launched June 1, the app already has more than 3,500 downloads. An Android version is expected later this year.

award for adult fiction, the *New York Times* bestselling memoirs *Colors of the Mountain* and *Sounds of the River*, as well as two books for young readers, *Wandering Warrior* and *China's Son*.

Treuer, an Ojibwe Indian from Leech Lake Reservation in northern Minnesota, is author of three novels and a book of criticism. His newest book and first full-length work of nonfiction, *Rez Life*, examines Native American reservation life, past and present. Treuer has received a Pushcart Prize, the 1996 Minnesota Book Award, and other accolades.

JCLC is sponsored by ALA's five ethnic caucuses: the American Indian Library Association, APALA, the

CALENDAR

ALA EVENTS

Sept.: Library Card

Sign-Up Month,
ala.org/librarycardsignup.

Sept. 19–23: Joint

Conference of Librarians
of Color, Kansas City, Mis-
souri, jclc-conference.org.

Sept. 30–Oct. 6: Banned

Books Week,
ala.org/bbooks.

Sept. 20–22: Association for

Library Service to Chil-
dren National Institute,
Indianapolis, ala.org/alsc/
institute.

Oct. 3: Banned Websites

Awareness Day,
ala.org/aasl/bwad.

Oct. 4–7: Library and

Information Technology
Association National
Forum, Columbus, Ohio,
ala.org/lita.

Oct. 12–13: American Asso-

ciation of School Librarians
Fall Forum, Greenville,
South Carolina,
ala.org/aasl.

Oct. 14–20: Teen Read Week,

ala.org/teenread.

Oct. 21–27: National Friends

of Libraries Week,
ala.org/altaff.

2013

Jan. 25–29: ALA Midwinter

Meeting, Seattle,
alamidwinter.org.

Apr. 10–13: Association of

College and Research
Libraries National
Conference, Indianapolis,
ala.org/acrl.

June 27–July 2: ALA Annual

Conference, Chicago,
alaannual.org.

Black Caucus of the American Library Association, the Chinese American Librarians Association, and Reforma: the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking.

Visit jclc-conference.org.

Hackley PL Becomes Literary Landmark

Hackley Public Library (HPL) in Muskegon, Michigan, has been designated a literary landmark by ALA's Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF).

It received the title in honor of its ties to acclaimed children's author Verna Aardema Vugteveen, who based her stories on traditional folk tales from Africa, Latin America, and other countries. HPL and its librarians provided the setting and support for her research.

Vugteveen wrote *Why Mosquitoes Buzz in People's Ears*, which won the Caldecott Medal in 1976, and more than 30 other children's books and collections of stories. Her book *Bringing the Rain to Kapiti Plain* is dedicated to "my librarian, Bernice Houseward."

More than 100 Literary Landmarks across the United States have been dedicated since the program began in 1986. Any library or group may apply for a Literary Landmark through ALTAFF. Visit ala.org/altaff.

ACRL 2013 Keynote Speakers Announced

Geoffrey Canada, Henry Rollins, and Maria Hinojosa are scheduled headliners during ALA's Association of College and Research Libraries' "ACRL 2013: Imagine, Innovate, Inspire" national conference, April 10–13, in Indianapolis.

Canada, an education reform crusader, will serve as opening session

speaker. In his 20-plus years with Harlem Children's Zone, Canada has become nationally recognized for his pioneering work helping children and families in Harlem and as a passionate advocate for education reform.

Keynoter Rollins, punk icon/activist/spoken word artist, famously fronted the California hardcore punk band Black Flag from 1981 to 1986. Following the band's breakup, he soon established the record label and publishing company 2.13.61 to release his spoken word albums, and formed the Rollins Band.

Journalist Hinojosa closes out the conference. For 25 years, she has helped tell America's untold stories and brought to light unsung heroes in the US and abroad. Hinojosa is anchor and managing editor of her own long-running weekly NPR show, *Latino USA*, and anchor of the Emmy Award-winning talk show *Maria Hinojosa: One-on-One* on WGBH in Boston.

Visit conference.acrl.org.

ALA Launches Mobile Commons

ALA has launched Mobile Commons, a new advocacy tool that allows library supporters to receive text message alerts from ALA's Office of Government Relations. The opt-in service will allow ALA to communicate advocacy messages in a quick and effective fashion using a texting and calling feature.

Mobile Commons subscribers will have the option to call legislators toll-free to discuss particular issues. Text messages will provide subscribers with talking points on issues before automatically transferring them to the offices of their legislators.

To sign up for the service, text the word "library" to 877877, or visit

districtdispatch.org/textalerts. Service subscribers can expect to receive, on average, two to three texts per month.

Crosswalk Connects Common Core

ALA's American Association of School Librarians (AASL)'s publication of a new Common Core State Standards crosswalk connects the AASL learning standards with the Mathematics Common Core State Standards.

The new crosswalk links the AASL Standards for the 21st-Century Learner with the math standards developed by the National Governors Association Center for Best Practices and the Council of Chief State School Officers. It joins crosswalks for English Language Arts; Reading Standards for Literacy in History/Social Studies; Reading Standards for Literacy in Science and Technical Subjects; and Writing Standards for Literacy in History/Social Studies, Science, and Technical Subjects.

The crosswalk is available in two formats: on the AASL website at ala.org/aasl or as a feature of the Standards for the 21st-Century Learner Lesson Plan Database.

The AASL website also provides school librarians a list of resources, including websites, books, and apps, that can be used during math instruction.

All crosswalks between the AASL learning standards and the Common Core State Standards are freely available to all users and are a part of AASL's national campaign, Learning4Life.

Celebrate Teen Read Week in October

The Teen Read Week (TRW) website (ala.org/teenread), developed by ALA's Young Adult Library Services Association (YALSA), is ready for the October 14–20 event. This year's

theme is "It Came from the Library."

TRW is a time to celebrate reading for fun and encourage teens to take advantage of reading in all its forms—books, magazines, ebooks, audiobooks, and more—and to become regular library users.

Registration is free. Visitors to the site will find planning tools, the 2012 logo, grant information, forums, a showcase of events and ideas, and products.

In other YALSA news, nominations for the annual Teens' Top Ten are available at ala.org/teenstopten. Teens are encouraged to read the 24 nominees before the national vote in August and September. Winners will be announced during TRW.

Also, registration is open at ala.org/wrestlemania for the 8th annual WrestleMania Reading Challenge, sponsored by World Wrestling Entertainment (WWE) and YALSA. Libraries and schools must register by July 31. Completion certificates, pledge forms, and other materials are available online. Tweens and teens are invited to write a letter to their favorite WWE superstar to persuade them to read the tween/teen's favorite book during the month of October.

"Step Up to the Plate," Now in Season Seven

The National Baseball Hall of Fame and Museum and ALA have launched season seven of "Step Up to the Plate @ your library." With a greater emphasis on social media, people of all ages are encouraged to use the resources at their library to answer a series of trivia questions developed by Hall of Fame staff.

Each week a new trivia question will be posted on atyourlibrary.org/baseball. Players will have a week to visit their library to use its print and electronic resources to answer the questions correctly. All correct answers will be entered for a weekly drawing for a Hall of Fame prize

CLIFFORD THE BIG RED DOG

Reading is a
BIG
idea!



Clifford the Big Red Dog celebrates his 50th year of delighting young readers in 2012. This poster from ALA Graphics features original artwork by Norman Bridwell of Clifford and his loyal friend Emily Elizabeth. They show that reading is a big idea!

pack as well as into a final grand-prize drawing for a chance to visit the Hall of Fame and Museum, attend the World Series Gala, and receive a behind-the-scenes tour of the museum and archives in October.

Libraries can post the questions on their own websites, Facebook, and Twitter pages to have ready-made content throughout the summer and to plug in to the national contest. Baseball-themed programming ideas and sample social media content are also available on the atyourlibrary.org/baseball site.

Developed by ALA's Campaign for America's Libraries and the Hall of Fame, "Step Up to the Plate" is part of the Campaign for America's Libraries, ALA's public awareness campaign that promotes the value of libraries and librarians. ■

Study: Public Awareness Gap on Ebooks in Libraries

A new report from the Pew Research Center's Internet and American Life Project finds that 12% of readers of ebooks borrowed an ebook from their libraries in the past year, and that most people (62%) don't know if their local library provides ebooks. Somewhat startlingly, even most library card holders (58%) were unsure if their library offered the service.

"Clearly there is an opportunity here for libraries to step up our outreach and increase public awareness of all the 21st-century services our libraries have to offer readers, thinkers, entrepreneurs, and dreamers," said ALA Past President Molly Raphael.

Conducted in segments between November 2011 and May 2012 with thousands of people who were at least 16 years old, the study also found that even though two-thirds of ebook borrowers appreciate the selection at their local library, a majority were either unable to borrow an ebook they were seeking (56%) or encountered wait lists (52%).

The June 22 report, "Libraries, Patrons, and E-books," is part of a larger research effort examining the changing role of public libraries in the digital age, and is funded by the Bill & Melinda Gates Foundation.

The top two reasons respondents gave for not borrowing ebooks from the library, for instance, have implications for negotiations with ebook intermediaries and for library marketing. About one in five (22%) cited issues of convenience, saying it was often easier to obtain ebooks another way; a similar percentage (19%) said that they didn't know they could borrow them from the library.

There was also public interest in getting help from libraries about how to use ebooks. Forty-six percent would be "very" or "somewhat" likely to borrow an e-reading device loaded with a title they want to read, and 32% would be interested in taking a library class on how to download ebooks onto handheld devices or how to use

an e-reader or tablet computer.

Beyond ebooks, Pew's nationally representative poll found 58% of people have a library card, and 69% say their local library is important to them and their family. Paradoxically, some of the demographic groups less likely to have library cards (e.g., Hispanics or those with a household income of less than \$30,000 per year) are more likely to say the library is important to them.

Overall, library card holders report they are: more likely to buy than to borrow books, read more books per year (an average of 20 compared with 13 among non-card holders), read more types of content (including newspapers, magazines, and journals), and use more technology—which suggests library users make a good target audience for publishers.

Pew also solicited thousands of online comments from library staff and patrons about their ebook experiences. Most staff respondents noted increased investment in and use of ebook collections, and many patrons reported their library usage

had increasingly shifted to the library website. "In the past, I had to stop in the library to pick up print books I had reserved. Now that I can also download ebooks, I go to the building less often, but my total checkouts have increased," said one library patron.

Although library staff report that the evolution to digital content has had a positive impact on their professional role, many expressed frustration at keeping up with technology and having inadequate training. "There is no past tense for a system that is constantly evolving. Some staff take ownership to learn by themselves, and others want to but do not grasp the fundamentals," said one respondent.

The next phase of research, starting this fall, will focus on the range and rationale for new library services and explore public attitudes toward the choices libraries face in the services they can offer. Read the full report at pewinternet.org/topics/Libraries.aspx.

—Larra Clark, ALA Office for Information Technology Policy

"Clearly there is an opportunity for libraries to step up our outreach and increase public awareness of all our new services."

—Molly Raphael

Summer Reading Goes to School

While public libraries have traditionally provided space for schoolchildren and adults to participate in an array of programming geared around summer reading, a growing number of academic and school libraries are now taking a page from their public-library counterparts by hosting programming—and they're seeing positive results.

Summer reading programs began in the 1890s as a way to encourage schoolchildren, particularly those not needed for farm work, to read during their summer vacation, use the library, and develop the habit of reading.

What follows are two examples of how summer reading programs sponsored by nontraditional institutions are making a difference for students and staff.

Off-season exchange

In 2010, the St. Ambrose University (SAU) Library in Davenport, Iowa, launched the SAU Staff Summer Reading Program for university employees. The popular program now includes faculty as well as student workers who are on campus during the summer break.

But why summer reading? Director Mary Heinzman said the goal was to get on-campus summer staffers to interact more with one another by getting them out of their offices and visiting the library. "Why should students have all the fun?" Heinzman asked, adding, "We also wanted to encourage staff to use the library. We are not here to provide service only for students; we serve staff and faculty as well."

Now in its third year, the 2012 SAU reading program kicked off the season in June with an ice-cream social and life-size *Angry Birds* competitions. The informal get-together

encourages patrons to sign up, mingle, browse, and discover new materials in the library's recreational reading collection. In return, the library receives valuable feedback: Participants are asked to fill out "rate this book" forms and encouraged to give their reactions and offer suggestions through request slips placed as bookmarks within patrons' summer reading choices.

There's an additional incentive to filling out rate-this-book forms: They become entries in weekly raffles for a variety of prizes solicited from local businesses and campus groups; prizes include gift cards to local restaurants as well as museum and movie passes.

At the end of the program, all entries qualify for a grand-prize package, two of which are awarded; each package consists of a Kindle and an Amazon gift card to purchase ebooks. The collaborative effort (with groups such as the campus bookstore and the alumni office) is mutually beneficial: The program becomes more attractive, patrons can win fun prizes, and local businesses get traffic.

Hooked on reading

At Cheshire (Conn.) High School, a brand-new summer reading program has students and staff reading together. Built around a model developed by nearby Brookfield High School, the program works like this: Every member of the faculty, staff, and administration chooses a book to read during the summer months. In addition, each decides on a discussion and/or activity to accompany the book. Students then use email to sign up for one of those

books, thus partnering with the adult who recommended it.

"We really wanted to make this more of an engaging experience," explains Megumi Yamamoto, English faculty department leader.

The reading list ranges from fantasy, such as Anne McCaffrey's Dragonflight series, to nonfiction titles, such as Malcolm Gladwell's *The Tipping Point*. Discussions about

Summer reading programs began in the 1890s to encourage schoolchildren not needed for farm work to read during vacation.

Khaled Hosseini's *A Thousand Splendid Suns* were scheduled to be held over sundaes at a local ice-cream shop. An area softball game is the venue where participants will talk about Chad Harbach's *The Art of Fielding*.

Students even signed up with the superintendent. "I think it's a great idea to get kids involved with summer reading and spend time with teachers," student Catherine Rodgers said. "I am also excited to discuss the same book with my sister."

During their lunch hour before the end of the semester, members of the DoRAK Club (Do Random Acts of Kindness) and the student book club sold books on the reading list; the groups partnered with a local bookstore to offer them at a discounted price. "This is a fantastic idea to sell the books," said science teacher Dorothy Gillespie.

"It's really a great idea," said sophomore Zoe Sheehan. "I'm involved with the book club, and this is a way to expand its wings and get new people interested."

—Malavika Shrikhande, cataloging assistant, St. Ambrose University Library, Davenport, Iowa

—Ellen Speirs, former teacher-librarian, Cheshire (Conn.) High School

Toronto Library Hosts Comics Fest

The Toronto Comic Arts Festival (TCAF) may not have the name recognition of multimedia geek extravaganzas like San Diego Comic-Con International, but to devoted attendees, TCAF has become the must-attend comics event of the year.

Akin to small US conventions such as New York's Museum of Comic and Cartoon Art (MoCCA) Festival and Bethesda, Maryland's Small Press Expo, TCAF showcases outstanding internationally acclaimed guests and focuses its workshops, readings, and panels outside of mainstream superhero culture. TCAF taps into an engaged audience that embodies the diversity of today's comics readers, and the excitement surrounding the event is palpable as you walk in the door of the festival's main location, the Toronto Reference Library.

A comics festival taking place in a library, while the library is still open no less, may well seem like a potential disaster in the making. But TCAF succeeds beautifully because of the partnership between The Beguiling, Toronto's unrivaled comics store and TCAF's base of operations, and the Toronto library system. Seven festivals have been presented over the past nine years; the first was a one-day event for 600 attendees at a local church.

Ab. Velasco, communications officer for the Toronto Public Library (TPL), said the TCAF venue was changed to the library thanks to the library's relationship with The Beguiling. The store had helped advise the library on its graphic novel collections and had provided readers' advisory training to staff, Velasco



The view from the second floor of the Toronto Reference Library shows the full exhibit floor packed with attendees and artists, as library business goes on as usual.

said. He added that Chris Butcher and Peter Birkemoe, two cofounders of The Beguiling, approached the library about TCAF back in 2007. "Although we were not ready to host TCAF then, we did scope it out at its previous location," he said. "We were impressed with the energy and by how it brought together communities of artists, publishers, and fans." Planning started shortly afterward for the first library-hosted TCAF, held in 2009.

This year, more than 18,000 attendees passed through the library's doors May 5–6 to mingle with more than 300 creators. "The feedback the library continually hears—from publishers, creators, and fans near and far—is how amazing it is that an event of TCAF's size and caliber is being hosted at a library and that it is free to attend," Velasco said. "Being free is a key differentiator between TCAF and other similar events that take place at, say, a convention center."

"Working with TPL has really

helped us frame what TCAF is," explained The Beguiling's Butcher, who also serves as TCAF director. "It's a free, author-oriented event with no barriers to entry. It's comics and graphic novels and the people who make them, and it is available to everyone. That may seem like a small part of our partnership, but working in and around the comics industry and medium for as long as I have, the opportunity to completely invalidate prejudices and present the work in a wholly positive way is a blessing, and it'd basically be impossible otherwise."

The two partners share responsibilities, wisely sticking to their strengths. As TCAF's presenting sponsor, TPL provides significant areas of the Toronto Reference Library to host the event, Velasco said, including its premier programming venue, the Bram and Bluma Appel Salon. As library liaison, Velasco works with TCAF to negotiate the use of space and to coordinate staff support for set up and tear down

during the festival. TCAF books all exhibitors, programming, and volunteers, and manages the relationship with publishers and artists—“a massive undertaking,” he added.

The programs and artists are a significant draw. This year, TCAF hosted banner events, including the launch for Alison Bechdel’s eagerly awaited new memoir, *Are You My Mother?* and hosted manga creator Konami Kanata’s (*Chi’s Sweet Home*) first appearance in North America. The festival also featured Jeff Smith (of *Bone* fame) and Brazilian twins and artistic partners Gabriel Bá and Fábio Moon (*Daytripper*).

TCAF also partnered with such international organizations as the Consulate General of France, the Italian Cultural Institute, and the Japan Foundation to host artists from all across the globe. This year, fans could meet Germany’s Arne Bellstorf, creator of the new Beatles graphic novel *Baby’s in Black*, and hobnob with Norwegian cartoonist Jason (*The Left Bank Gang*) at his own table. While there may be long lines for Kate Beaton (*Hark! A Vagrant*), Guy Delisle (*Jerusalem: Chronicles from the Holy City*), and Bryan Lee O’Malley (*Scott Pilgrim*), the con is built for discovering hidden talent from small presses and web comics creators.

This year also saw a significant expansion in children’s programming, thanks to Children’s Programming Coordinator Scott Robins, who brought in kids’ comics superstars like Jennifer and Matt Holm (Babymouse series) and Andy Runton (Owly series). For the first time, TCAF also hosted a day of workshops for librarians and other educators.

Of course, balancing the convention with being open for regular library use can be tricky, but it is possible, as Velasco testifies. “One key challenge of hosting TCAF is ensuring that we strike a balance be-

tween the experience of attendees and library customers,” he said. “Working together, we’ve been able to strike this balance every year and continue to hear positive feedback from festival participants and attendees, as well as library customers and staff.”

“Libraries are such an important part of the fabric of a city, not just repositories of information and culture, but community hubs that allow

every member of society to access that knowledge,” Butcher said. “What TCAF does, and does very well, is transform the space so that it feels as vital and exciting and important to all the people in attendance as it actually is the other 300-and-some-odd days of the year.”

—Robin Brenner,
young adult librarian,
Brookline (Mass.) Public Library



The stacks and stacks of comics, art, and beautifully bound books on display attracted readers of all kinds, young and old.

Indies See Surge at BookExpo America in New York

Long before the controversies that now bedevil the book publishing and bookselling industry—ebook policies and the many-tentacled presence of Amazon.com—appeared on the horizon, there was still concern about the lack of actual booksellers on the floor at the annual BookExpo America (BEA) trade show. The convention, many worried, had become a subsidiary-rights show, with interactions between publishers and booksellers growing less and less frequent.

This year, however, the buzz on the floor during BEA's June 4–7 meeting at New York City's Javits Center was very different. The blue badges worn by booksellers were much more in evidence, and the spirit among independent booksellers was noticeably upbeat. “We were down, but we’re on our way back,” seemed to be the prevailing sentiment, and the numbers backed up the mood, with American Booksellers Association CEO Oren Teicher citing a 13.4% increase in sales from the indies.

Also contributing to the optimism that suffused Javits Center was the dramatic increase in traffic. The crowds in the center aisles reminded veterans of the halcyon days of the late 1980s and early 1990s, with booksellers and librarians (an ever-growing segment of the BEA audience) jostling to get their hands on giveaway galleys and enduring labyrinthine lines to have their loot autographed by favorite authors.

Adding to the crowds on the last day of the show, dubbed Consumer Day, were members of the book-



BookExpo America attendees browse the show floor, where the mood among independent publishers was generally upbeat.

loving general public, allowed to purchase tickets for the first time. Some publishers expressed concern about the effect an influx of up to 1,000 consumers would have on the business of BEA, but no disruptions were apparent on the floor, and some observers expressed the opinion that, in the future, BEA may reinvent itself as a public book fair rather than an industry book show.

Find a spine

The industry's 800-pound gorilla, Amazon, was still definitely in the room, and it was anything but ignored. At the June 4 opening session of the 10th annual ABA Day of Education (also called “Why Indies Matter”), celebrated author Richard Russo, whose daughter, Emily, is an independent bookseller, declared, “I don’t want independent bookstores to survive. I want them to thrive.” He said, however, that the indies need publishers to “find a spine” and resist such Amazon policies as selling ebooks for \$9.99.

“Like most bullies, Amazon will back down, [but] you have to stand up,” Russo said.

Beyond the policy debates and the inspirational calls to action, there were the books—advance reading copies of all kinds arranged in artfully designed towers that quickly disappeared as hungry book people engaged in one feeding frenzy after another.

Which titles inspired the most buzz? Certainly Barbara Kingsolver's *Flight Behavior* (HarperCollins) was high on most must-read lists, along with Junot Díaz's *This Is How You Lose Her* (Riverhead), Justin Cronin's *The Twelve* (Ballantine), Michael Chabon's *Telegraph Avenue* (Harper), and Lee Child's *A Wanted Man* (Dellacorte). And don't be surprised if a much-touted first novel, *The Yellow Birds*, by Kevin Powers (Little, Brown), isn't running right alongside the big names when this fall's best-seller derby hits the finish line.

—Bill Ott, editor and publisher, ALA's Booklist

Why Recent Court Rulings Don't Change the Rules on Filtering

Several libraries have been sued recently on the grounds that their internet filtering programs are unconstitutional, raising questions in the library community about whether the rules have changed about blocking software.

The short answer is no.

These fact-specific cases arise from the ruling in the 2003 decision in *United States v. American Library Association*, in which the Supreme Court upheld the Children's Internet Protection Act. CIPA requires that public libraries receiving certain federal funds use internet filters on public computers to block materials deemed to be visually obscene, child pornography, or harmful to minors; the high court upheld the statute with the caveat that adults would still be able to access constitutionally protected material (*AL*, Aug. 2003, p. 12–15).

In writing for the majority, Chief Justice William Rehnquist explained:

When a patron encounters a blocked site, he need only ask a librarian to unblock it or (at least in the case of adults) disable the filter.... The Solicitor General confirmed that a "librarian can, in response to a request from a patron, unblock the filtering mechanism altogether," and further explained that a patron would not "have to explain ... why he was asking a site to be unblocked or the filtering to be disabled."

Since then, federal court cases have addressed a narrower issue: whether the implementation of a particular library's filtering policy is constitutional.

In November 2006 the ACLU of Washington filed suit against the North Central Regional Library District (NCRL), alleging that the library

violated the First Amendment by refusing to disable blocking software at the request of adult patrons (as stipulated in the CIPA decision). After six years of litigation, the federal district court held on April 10 that NCRL's filtering policy does not violate the US constitution, partly because the branch libraries are "relatively small in size and only one has a partition separating the children's portion of the library from the



This screenshot states, "The website you have attempted to access has been blocked, in accordance with the CIPA (Children's Internet Protection Act)." The page was filtering LGBT information.

remainder of the library."

This court decision, however, has little impact beyond that particular library. The decision was by one district judge reviewing one particular set of facts in one library system, and was not published by the court, which further reduces the weight of the ruling.

What does this mean for other libraries that are considering filtering? The fact that the district court in one case upheld an internet filtering system does not mean that other libraries can be assured of a similar result.

In another recent case involving a school library, the US District Court for the Eastern District of Missouri reached a different conclusion. The

court held on February 15 that the school district in Camdenton, Missouri, had unconstitutionally blocked websites that support or advocate on behalf of lesbian, gay, bisexual, and transgender (LGBT) people while permitting students access to websites that condemn homosexuality or oppose legal protections for LGBT people.

The district court held that the library's use of an "anonymous" system for requesting that sites be unblocked was stigmatizing and ineffective if students did not know what had been blocked. After the court's finding of unconstitutionality, the school district agreed to stop blocking LGBT websites, submit to monitoring for 18 months, and pay \$125,000 in attorneys' fees.

The precedent stands

Libraries should continue to be wary of using internet filtering systems that block constitutionally protected material for adults or minors. CIPA only requires filters that block access to visual images of obscenity, child pornography, and, for minors, material deemed harmful to minors. If libraries use filters that block constitutionally protected material deemed harmful to minors and do not allow adults to disable filters, or fail to provide an effective unblocking system, those libraries may open the door to years of litigation and significant legal expenses.

—Theresa Chmara,
general counsel,

Freedom to Read Foundation
(The author emphasizes that this article does not constitute a legal opinion and advises readers to consult their own legal counsel for legal advice regarding their particular situation.)

Library Giant Russell Shank Dies

Russell Shank, 86, professor emeritus at the UCLA Graduate School of Education and Information Studies and a renowned leader who made his mark in academic, special, and public librarianship as well as in intellectual freedom and international librarianship, died June 26 of complications from a fall. The 1978–1979 president of the American Library Association had been attending ALA's 2012 Annual Conference in Anaheim for several days before he fell at his home, and was among the library leaders acknowledged at the June 21 Library Champions and Past Presidents Reception.

Shank was UCLA's first-ever vice chancellor for library and information services planning, a post he accepted after having served as university librarian. He came to UCLA from Smithsonian Institution Libraries, where he had been SIL's first director of libraries. He was also on the faculty of Columbia University library school and was assistant university librarian at UC Berkeley.



Shank was 1972–1973 president of the Association of College and Research Libraries and 1968–1969 president of the Information Science and Automation Division (now the Library and Information Technology Association), and received the Freedom to Read Foundation Roll of Honor Award in 1990. Among his other accomplishments: He helped to form FEDLINK (the Federal Library and Information Network) and to persuade ALA's governing Council in 1991 to make Article 19 of the Universal Declaration of Human Rights part of Association policy.

The 1990 recipient of the Hugh C. Atkinson Memorial Award, Shank began in 1953 as chief of in-service training and personnel at Milwaukee Public Library. He reminisced in the July/August 1977 *American Libraries* that he took his first library science course at the University of Washington by accident, but "once I got into the school, it just appealed to me—the right kind of people, the program." —Beverly Goldberg



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GLOBAL REACH



CANADA ①

Speed dating has been given a bookish twist, thanks to the Toronto Public Library's debut GLBTQ Literary Speed Dating night, which took place July 4 at TPL's Bloor/Gladstone branch. Organized by librarian Raymond Lam to coincide with the end of Toronto's Pride Week, the event gave participants a chance to discuss a favorite book, CD, or DVD with like-minded people. —*Quill & Quire*, July 3.

BRAZIL ②

Inmates in the crowded federal penitentiary system have a new way to shorten their sentences: a reduction of four days for every book they read. As part of the "Redemption through Reading" program, prisoners will be able to read up to 12 works of literature, philosophy, science, or classics to trim a maximum of 48 days off their sentence each year. They also have to write an essay that must "make correct use of paragraphs, be free of corrections, use margins, and [have] legible writing." —*Reuters*, June 26.

UNITED KINGDOM ③

Award-winning authors Sarah Waters, David Almond, Philip Reeve, and Malorie Blackman, among others, are calling on the government to make it a legal obligation for every school to have a library. The campaign, run by the Society of Authors, is asking Schools Minister Nick Gibb to make it a statutory requirement for every primary and secondary school in England and Wales to have a library, on the grounds that "there are proven links between reading and attainment." —*The Guardian*, June 27.

ITALY ④

Police arrested the director of the oldest library in Naples May 24 for stealing hundreds of books and manuscripts from his own collection. Massimo Marino De Caro, director of the Girolamini Library, confessed to stealing the materials and offered his cooperation after spending one night in prison. One thousand books, 240 of which have ownership stamps from the Girolamini Library, were found in storage in De Caro's home city of Verona. Five other individuals, including Curator Fr. Sandro Marsano, were also

arrested in an apparent plot to sell some of the books at auction. De Caro, a political appointee with no graduate degree, had been accused of mismanagement in April. —*Agence France-Presse*, May 25; *La Repubblica (Naples)*, May 26.

GERMANY ⑤

Researchers at Munich University Library announced July 3 they had discovered a long-forgotten version of a map of the world by German cartographer Martin Waldseemüller (1470–1522). Library Director Klaus-Rainer Brintzinger said that two researchers had discovered that the valuable 500-year-old map had been erroneously bundled together with volumes on geometry a few hundred years ago. The map is a small global map created by Waldseemüller, who became famous for a much larger world map that was the first to refer to the New World as "America." —*Der Spiegel*, July 3.

INDIA ⑥

The Anna Centenary Library in Kotturpuram, Chennai, is one of the largest libraries in Asia as well as one of the most sustainable. The library, which opened in 2010, was built from the ground up with conservation in mind. More than 60% of its construction materials are locally sourced and recyclable. The library has nine floors and a total of 333,000 square feet, including a 50,000-square-foot auditorium and a separate 15,000-square-foot children's library. —*Inhabitat*, July 4.

AUSTRALIA ⑦

A private school library where the walls double as whiteboards and the stairwell is used as a lecture space has won the celebrated Sir John Sulman Medal for public architecture presented by the Royal Australian Institute of Architects (New South Wales Chapter). The Mabel Fidler Building at Ravenswood School for Girls in Sydney was presented with the top honor June 28. The upper-level library, designed to float atop a brick base, is clad in a polycarbonate material that permits its internal walls to be finished in translucent white glass that can be written on. —*Sydney (N.S.W.) Morning Herald*, June 29.

NEWSMAKER: KAREN KENINGER

Karen Keninger became director of the National Library Service for the Blind and Physically Handicapped (NLS) at the Library of Congress in Washington, D.C., in March. She is the first person who is blind to direct the Braille and talking-book program. Keninger is former director of the Iowa Department for the Blind, a provider of vocational rehabilitation and independent-living programs and library services for blind and visually impaired individuals. Keninger spoke with *American Libraries* in June about how she plans to turn her lifelong patronage of the NLS to the advantage of other users.



Tell us briefly about services offered by your agency.

KAREN KENINGER: Our mission is to provide reading materials for people who can't read standard print because of a visual or a physical disability or certified reading disability. The National Library Service is responsible for providing the equipment that our materials play on and the audio materials—and also Braille—that we provide to a network of 56 libraries and some subregional libraries. Libraries in the states distribute those materials to eligible individuals throughout the country.

Does your personal experience present special opportunities for programs offered for readers with disabilities?

Yes, I think it does. I've been using the National Library Service materials—books and magazines, both audio and Braille—since I was 7 years old, so it gives me a very deep and broad patron perspective that I would not have if I

had not actually been a blind person using those materials all of my life. Because of that, my focus is very much on patron service.

Does today's emphasis on online services present new opportunities for individuals who are blind or visually impaired?

It's a double-edged sword. There are more materials available, but the experience and the skill that a blind person needs to access them are not insignificant. It's much more difficult, or at least more complex, to use a computer with a screen reader, for example, than it is for someone to use it with a mouse. They have a much steeper learning curve. That means that some blind people are able to take advantage of all the online services that are out there, but the majority are not really able to do that in an effective way at this point, partly because many of the people we serve are elderly and their computer-using days are over, if they ever used computers at all.

Last year NLS celebrated 80 years.

How has time changed what is offered by the agency?

When we started out in 1931, we had Braille and that was all. The number of materials we are able to produce now is significantly more than we could in the early days. There were fewer books that we were able to produce then, judging by the number that we have. Another thing that changed is that in 1996 the copyright law was amended so that we were able to do the work that we do without having to request permission for each book from each publisher. That's called the Chafee Amendment, and it allows us to produce books in a specialized format without having to get permission from American publishers. That has helped us tremendously. It's really saved a lot on the workload for both the publishers and us.

So it seems as though publishers have come a long way in determining that this is an important service.

I think that they have. The reason is partly that my predecessor had always been very, very careful to make sure that we did not in any way violate our trust with regard to the work that we do, so that publishers could very much count on us to keep the materials that we produced safe for use by only eligible people. That's a very important thing for the publishers, and we've been very careful to maintain that. ■

To read the extended interview with NLS Director Karen Keninger, visit americanlibrariesmagazine.org.

A New World of Data

Populating the Semantic Web

by Karen Coyle

The world today is clearly not that of our library predecessors, of Melvil Dewey and Charles Ammi Cutter, not even of Seymour Lubetzky or Michael Gorman. The changes that have taken place since the introduction of the personal computer and the globalization of communication over the World Wide Web are huge, and they affect in particular anyone involved in knowledge re-



As information creation moves to the cloud, so will library services.

manageable. Libraries have formed trust relationships with information providers—proof that linking does not have to be entirely uncontrolled or open. And finally, we are already seeing the advantages of moving discovery beyond the library catalog to other environments where the user is searching and interacting.

This evolution of library catalogs is like a dress rehearsal for moving library data from its storage silo in library systems and databases to the web of linked data.

Through the Semantic Web, library data will link to select other data sources in order to provide more value and services for users. Conversely, other users and resources will be able to link to library data, thus making library data discoverable from a variety of points in web space. As information creation moves to the cloud, so will library services, not because libraries create their own cloud but because there will be no separation between libraries and the web.

The Semantic Web

Like the World Wide Web, the Semantic Web is about linking, but it adds the linking of data, not just documents. It also changes the nature of the link: Whereas the link between documents has no meaning other than “link,” in the Semantic Web, the links themselves have a specific meaning. Consider this ci-

tation example: In a standard document, a citation is simply a number in the text and a bibliographic citation at the end of the page. You don’t know why the author is citing that work other than what you can glean from the surrounding text. Using the richly semantic links of the Semantic Web, you could characterize each citation with a meaning such as “cites as evidence,” “disagrees with,” or “extends.” (Those examples are from an actual Semantic Web vocabulary, CiTO, or Citation Typing Ontology.)

The Semantic Web will develop in two ways: First, by linking information that exists within documents, and second, by making the data itself accessible on the web. The ability to mark up information in documents could allow smarter access to that information than we get with keyword searching. For example, markup could identify the author of a document so that an author search could be done, something search engines do not provide today.

The second method of populating the Semantic Web is that of adding actual data sets to the web, as represented by the growing linked data cloud (see linkeddata.org). It is of most interest at the moment to libraries because the library catalog itself qualifies as data that can become part of the linked data cloud. ■

KAREN COYLE, library technology consultant, wrote *Linked Data Tools: Connecting on the Web* in the May/June issue of *Library Technology Reports*.

With the visible speed-up of all forms of information resources, even those that are ostensibly in traditional offline formats, doubts are growing about the ability of libraries to afford the costs of hand-hewn bibliographic control today and in the future.

Linking and federating

What if you extrapolate from developments within library systems, such as federated searching, enhanced catalogs, and OpenURL, to the idea of libraries on the web? Through federated searching, we have learned how to create displays that combine different types of data, which our users navigate without great difficulty. Next, we know that we can enhance the user experience by linking out to select web-based resources. These resources may not be 100% reliable, but the risk is

Amped-Up Ebook Apps

In today's volatile and unpredictable world of publishing, the way we write and preserve stories will continue to evolve

by Joseph Janes

I wrote here a few months ago about reading—its power and ubiquity and transcendence of format: “The authors and publishers get it; the ways in which the stories are displayed come and go, and what matters are the story and the storytelling.”

Events in the ensuing months—

the Department of Justice settlement with publishers, which may or may not have handed over the entire ebook market to Amazon at the expense of Apple; the ongoing legal

tug-of-war between the Authors Guild and HathiTrust; the myriad maneuvers in the library world about who gets books from whom—while dramatic and illustrative, have done nothing to disabuse me of this belief.

We're just starting to get our feet underneath us about what an ebook is, can be, could be, can't be, and so on. And then a new wrinkle emerges: the book as app. Not an app like iBook or OverDrive's, which allows you to download an ebook, but a standalone downloadable app that is a book unto itself. Penguin (pause for hissing) is in this game, and one of its offerings is an “amplified” version of *Atlas Shrugged*, the paean to Objectivism so much in vogue these days.



It's one thing to take a 50-year-old novel like *Atlas Shrugged* and add some bells and whistles; it will be quite another to see how people write for new digital media.

It has several features of note: In addition to the text and navigational aids, the reader gets screenshots of manuscript pages, video and audio excerpts of author Ayn Rand's lectures, articles, photos, a timeline of her life, etc. Even more fascinating, though, are the “reader enrichment materials,” such as the discussion guide for book groups, a trailer for

an upcoming documentary, “testimonials from celebrities and business leaders” on how keen it is, and—no kidding—a “collection of shareable quotes and passages

from the novel (via Facebook, Twitter, and email)” and a “fun ‘Who Said That?’ quiz to challenge readers to recall some of the most memorable lines from the novel.”

That's quite a lot for \$14.99, especially since it won the Publishing Innovation Award for fiction apps this year, beating out *Pride and Prejudice* and *Zombies*. So yes, the world of publishing and reading is going to continue to be volatile and unpredictable for a long while.

As we used to say in my long-ago days as a math student, “That's an unbalanced equation.” Publishing and reading don't happen without the words to begin with, so let's pause to think for just a moment about the future of writing. We all know the importance (not to men-

tion the difficulty) of putting the right words together in the right order to convey the right message. We also all know that the form and genre matter. You write an article differently than you would a book, email, or business letter; one of the challenges I encountered when I took on this column was writing to the correct number of words, which is harder than it sounds, at least at first.

Say what you will about the murky and disputed history of the novel, but before the widespread distribution of printing throughout Europe, there really weren't that many long-form fictional narratives around, or at least not ones that survived.

And don't forget: “Novel” comes to English from the Latin for “new.” It's one thing to take a 50-year-old novel, add some bells and whistles, and make a hybrid of the familiar and the new; it will be quite another to see how people write specifically for digital, mobile, downloadable media. What stories will they tell? What rhetorical devices will they develop? What navigational and structural aids will they engender?

Speaking of novel approaches, my next column will mark 10 years of writing for *American Libraries*, and I'll be using the milestone to explore new ways to continue covering issues of interest to our profession. Bells and whistles not included ... but that's another story. ■

JOSEPH JANES is associate professor in the Information School of the University of Washington in Seattle. Send ideas to intlib@school.washington.edu.

Tools for Optimal Flow

Technology-enabled research workflows

by Meredith Farkas

It's amazing how quickly things change in the world of technology. When I wrote a book in 2005, I printed out all my research sources so I could highlight and take notes on them. I kept track of things I found on the web using a social bookmarking tool that only helped me find the resource later, not cite it in my manuscript. I cited everything manually, with the source in one hand and an MLA guide in the other. Yes, citation tools like EndNote and RefWorks existed, but they didn't make it easy to import resources from library databases or the web, and they certainly weren't free.

When I moved across the country last year, I got rid of my research from that book, tossing out an entire large file drawer's worth of paper. Ouch! I could do that with a clean conscience because in the ensuing years, many fantastic tools have been released that make the work of collecting and using research so much simpler than I could have imagined in 2005.

Annotating without agony

Tablets have made the experience of annotating research online far more pleasant. These days, instead of printing out my research, I corral all of it into a folder in Dropbox, a cloud storage service, and then upload it into iAnnotate on my iPad, where I highlight and take notes directly on the PDF. While there are many great annotation tools for

personal computers, the portability of tablets makes the experience similar to that of working with paper.

Using Zotero and Mendeley, I haven't had to create a citation from scratch in years. Zotero is a free and open source citation management tool that allows researchers to easily grab citation information at the click of a button from any website that provides the information in a structured format (think research databases and Amazon, for example). Mendeley is a citation management and social networking tool whose strength lies in grabbing PDFs from folders on your desktop and puzzling out the citation by searching the PDF text and various databases. Mendeley has a great PDF annotation tool within its interface, which allows you to keep your citations, documents, and notes in one place. Both tools offer Microsoft Word and OpenOffice plug-ins, which make it easy to insert citations in your chosen format directly into your paper.

Mendeley has also proven to be a great discovery tool, allowing users to search its crowdsourced database of hundreds of millions of resources that its users have collected. I've now added Mendeley to my search routine and always find things I

didn't see anywhere else. Unlike databases that find things based on relevance, I can see in Mendeley how many other scholars have added the work to their own library, which is a tacit recommendation.

Can't choose between Mendeley and Zotero? You don't have to. I have Mendeley set up to pull any citations I add to my Zotero library, which means I can capitalize on the power of Zotero to pull content from the web and still use the Mendeley interface, which I prefer.

Organization is key

Everyone has a different research workflow, and fortunately, many amazing tools are now available to enable the diversity of approaches. From Evernote to Diigo to Instapaper, many free or inexpensive tools now allow you to manage, annotate, and use sources in ways that fit your needs. Because keeping organized is so critical to the success of any research project, taking the time to find the tools and techniques that work for you may save a lot of time in the long run. ■

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While there are many great annotation tools for personal computers, the portability of tablets makes the experience similar to that of working with paper.

What's New in LIS Schools

A snapshot of
librarianship's never-
ending metamorphosis

By Beverly Goldberg

"Librarians of the future will be knowledge navigators. They will understand digital resources as well as printed books and other formats. Their services will not be restricted by physical location, either of the materials or of themselves."



That was what Deanna B. Marcum, then on the cusp of creating the Council on Library and Information Resources, predicted 15 years ago about the trajectory of librarianship into the 21st century (“Transforming the Curriculum; Transforming the Profession,” *AL*, Jan. 1997, p. 35–38). She was right, of course, and the changes keep on coming—as reflected in the emerging workshops, courses, and tracks offered by the 63 ALA-accredited MLIS programs offered by 58 institutions of higher education in the US and Canada.

One of those late-1990s tweaks to LIS curricula was the addition of a health informatics concentration, which Marcum documented in her article as one of several information-computation courses that the University of Michigan in Ann Arbor (UM) had just launched. Fifteen years later, a master’s in health informatics becomes a full-fledged program beginning this fall at UM, offered jointly by the School of Information and the School of Public Health. As such, it joins 26 other health informatics tracks offered by ALA-accredited MLIS programs.

“The graduates of this program will be leaders and innovators at the forefront of a revolution,” program director Charles Friedman stated this past December in announcing the new degree. “[It] will emphasize the game-changing information technologies that will be used by health care consumers, which means all members of society, to promote health and wellness in entirely new ways.”

In addition to health informatics (as well as its counterparts in the social, community, and cultural spheres of information gathering, storage, and analysis), education for librarianship has added tracks on serving diverse constituencies and the creation and care of digital materials since Marcum’s article appeared. New synergies keep bubbling up, often originating in continuing-education workshops and webinars, growing into individual courses and ultimately evolving into standalone concentrations.

Collaborative to the core

Librarianship thrives on having in its midst colleagues who are also content specialists. So it’s only natural that MLIS programs would embrace a cross-disciplinary approach to educating new professionals. Following in the trailblazing footsteps of Rutgers University, whose Graduate School of Library and Information Studies morphed in 1982 into the School of Information, Library, and Communication Studies (subsequently dropping the “L” word from its name), LIS programs are now in the business of acknowledging the intersection of information gathering, dissemination, and analysis in the missions of librarians, journalists, information technologists, health care researchers, urban planners, and sociologists, among others.

Unsurprisingly, library-education traditionalists lamented the loss of autonomy that such academic mergers

seemed to herald. But University of Alabama SLIS Professor Elizabeth Aversa, former director of the school (which is part of the College of Communication and Information Sciences), sees the trend as a strength rather than a weakness. “Communications, with its interests in a free press, in information technologies, in publishing, and in the role of the media in a democratic society, is the perfect place for a school that is concerned with libraries, information science, and the book arts,” she told colleagues during the 2011 Association for Library and Information Science Education conference. Aversa went on to describe how her SLIS faculty and students can broaden their curricular horizons by sharing resources—laboratories and recording studios, for example—curricula, and research opportunities.

The spectrum of diversity

Service to multicultural, multiethnic, and multilingual populations is a core value of librarianship, but coursework in overcoming the hurdles toward reaching that goal hasn’t always been a part of the LIS curriculum. Gwendolyn Prellwitz, assistant director of ALA’s Office for Diversity and the Spectrum Scholarship Program, told *American Libraries* she has seen the development of some courses inspired by the enthusiasm of MLIS candidates. For example, Spectrum Scholars Elizabeth Chisato Uyeki and Todd Honma were part of the UCLA Diversity Council that sparked the creation of the “Information Studies 201—Ethics, Diversity, and Change” class into the university’s Department of Information Studies program a decade ago.

The first-ever Tribal Libraries, Archives, and Museum (TLAM) class at the University of Wisconsin—Madison’s School of Library and Information Studies began to emerge from the interest of MLIS candidates enrolled in a group independent study course in Native American cultures and education. One of the students, 2009 Spectrum Scholar Omar Poler, now teaches the class as an associate lecturer at the graduate school.

A member of Wisconsin’s Mole Lake Band, Poler told *AL* he “discovered the library and information science profession” in 2007 as he delved into microfilmed documents at the Wisconsin Historical Society to research an 80-year period in his tribe’s history. Among his finds were handwritten letters from his great-grandfather Henry Poler to the Bureau of Indian Affairs seeking basic supplies to stave off starvation within the tribe. Poignantly, it was Poler’s father, Dan, who had conducted the archival project 25 years earlier as part of his work in helping to establish and maintain one of the first tribal libraries in Wisconsin.

At San José State University’s SLIS, foreign-language instruction has become an elective component in the school’s advancement of library service to diverse populations. French and Spanish courses were added to the SLIS

curriculum this past fall in collaboration with SJSU's Department of World Languages and Literatures. At summer's end, the 100% online SLIS is adding entry-level courses in Chinese language and culture, which is believed to be a first for LIS education.

Service to people with disabilities—including limitations that are mild to moderate and therefore not covered by the Americans with Disabilities Act—is the goal of Project ALFA (Accessible Libraries For All), a pilot LIS project funded by the Institute of Museum and Library Services (IMLS). Project ALFA is teaching 30 MLIS candidates at the University of Alabama in Tuscaloosa and Wayne State University in Detroit about the needs of people who are “extralegally ably challenged” (ELAC), explains Alabama-based principal investigator Laurie Bonnici, giving as an example “someone with peripheral arterial disease, who may have a hard time using a touchscreen device.” She and Stephanie Maatta Smith, her ALFA counterpart at Wayne State, have created an LIS track comprised of two electives and field trips during which students use materials from a sensory-perception alteration kit to simulate the experience of impaired vision, hearing, and mobility. The kit contains safety goggles, a blindfold, several pairs of reading glasses, earplugs, wax earplugs, cotton balls, and a pair each of latex and cloth gloves.

ALFA Fellow Christina Leukothea Golm blogged March 29 at Universal Access about what happened when she simulated blindness on the exhibit floor during the 2012 ALA Midwinter Meeting in Dallas. “When we went to the vendors asking them about their accessibility features, they talked to [ALFA partner] Kristynn, not me. I wanted to be in the conversation, but I usually could not catch the social cues of when it was time to talk. At one point, the vendor asked Kristynn what was my shirt size. Why not ask me? I was standing right there.” Conducted in conjunction with the Alabama Public Library Service and the Florida Department of Education's Bureau of Braille and Talking Books Library, the program will produce its first graduates in December, and Bonnici says she may soon seek funding to “extend the ELAC concept to school libraries.”

Big Data entrée

The merger of some LIS programs with schools for informatics in recent years (with another under consideration at Indiana University Bloomington and Indiana University–Purdue University Indianapolis) reflects the expansion of librarianship from organizing and disseminating knowledge to helping to create and analyze it. Now, a relatively new track in LIS education is emerging to support both: data curation.

LIS programs are now in the business of acknowledging the intersection of information gathering, dissemination, and analysis.

The University of Illinois at Urbana-Champaign (UIUC) library school launched its data curation track in 2006 with a focus on scientific information, according to Carole Palmer, LIS professor at UIUC. “As a result of research we were doing in 2002 on high-impact information in neuroscience, we recognized the need for data professionals to work together with scientists on the information problems of collecting and organizing data, making it accessible and usable,” Palmer said. “We saw how our expertise could help scientists do less data management and focus more on solving scientific problems. But digital data is high risk—extremely fragile and with few standards of good practice.”

In 2008, UIUC added digital humanities to the data curation track, and in June was awarded a \$500,000 grant from IMLS to create master's- and doctoral-level programs in sociotechnical data analytics. Associate Professor Cathy Blake praised the initiative (nicknamed SODA) for its “dual emphasis on social and technical aspects of data analytics” and potential for training information professionals who can “effectively manage and analyze Big Data.”

An up-and-coming specialization, data curation was launched this summer as a post-master's certificate in digital stewardship by the Simmons College Graduate School of Library and Information Science in Boston, and, undoubtedly, is destined to become part of other LIS programs. The interest of library educators in the specialization is likely to be spurred by heightened federal interest in maintaining the safety of and accessibility to data encompassing such areas as environmental, economic, and health care research.

Coming around the bend

A look at two blips on the LIS radar may be indicative of where librarians will be needed and, therefore, what graduate schools will need to teach:

In July, Simmons College's GSLIS offered a “Scratch for Beginners” program that teaches the interactive-stories programming language to youth services specialists working in public and school libraries.

Professor William Wong of Middlesex University in the UK is spending the summer at the University of British Columbia School of Library, Archival, and Information Studies collaborating with Assistant Professor Victoria Lemieux on research into visual analytics for financial systemic risk analysis. “Imagine,” ALA Office for Accreditation Director Karen O'Brien told *AL*, “Information studies at the center of helping avoid the next financial meltdown.”

This generation of library students can easily imagine that scenario. ■

National Geographic Virtual Library



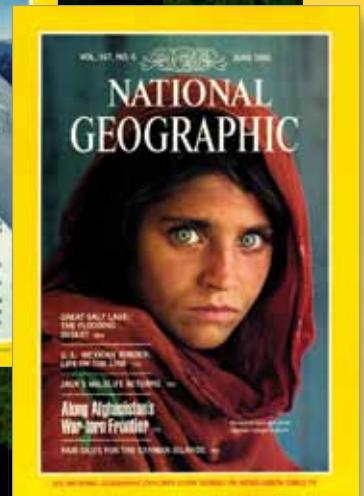
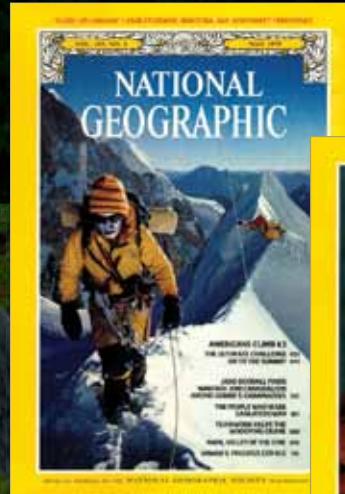
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How Public Libraries Are a Boon to Small Business

Information resources are especially valuable to entrepreneurs in tough times

By Bradley Collins

Libraries from coast to coast have won accolades for being oases in the unemployment desert for millions of job seekers using their libraries' free internet computers to sharpen their interview skills and sift through job boards. Much less recognized is that many libraries are also making important contributions to the nation's economic recovery by assisting the job *creators* in small-to-medium-size businesses.

How important? “In the last 30 years, nearly all net new jobs were created by start-ups, and they will continue to play a critical role in America’s economic future,” noted the US Department of Commerce’s chief economist Mark Doms in a March 23, 2011, post to Commerce’s Economics and Statistics Administration blog about business startups. For their part, public libraries provided services to these small business owners and employees 2.8 million times every month, according to the OCLC report *How Libraries Stack Up: 2010*. One study estimated that the Free Library of Philadelphia alone provided almost \$4 million in direct support to local businesses in 2010—and that did not include the exponential return to the community in new revenues generated by the 8,700 businesses that FLP aided, as well as the ripple effects of the spending of those businesses’ suppliers and employees in the local economy.

Unfortunately, libraries may be hiding their light under a bushel by failing to promote their business services on their websites. Many homepages display only a link to “job resources” or “databases” even when the library has a full business and investment reference department.

“The library has many programs that are competing” for promotional resources, explained Mark Andersen, chief of Chicago Public Library’s Business, Science, and Technology Division. Because business services are not highlighted, “a lot of people think the library is good for the kids and good for seniors. But during our [business resource] seminars, people will come up and say, ‘I never knew you had these things!’”

Business librarians step into the breach

Recognition definitely is not a problem in Carson City, Nevada, where the public library has set up a 4,000-square-foot facility in a downtown storefront. The branch anchors an 8,000-square-foot Business Resource Information Center (BRIC), which is seen as the catalyst for a major economic renewal in the state capital of 55,000, whose unemployment rate hovers, like the state’s, just below 12%. “While libraries across the country are cutting their hours or going away, our library opened a branch in the worst economy,” notes Deputy Library Director Tammy Westergard, who came from the city’s business development office to help Library Director Sara Jones reverse Carson City’s dubious designation in the January 19 online publication *Wall Street Wire* as the least-likely place in America to recover from the recession this year.

“We did it in a partnership with the city—with the city building, planning, licensing, and community development departments occupying the second floor,” she explains. “So it’s a seamless portal. People who want to start a business start with us because we can help them with market research, business planning classes, computers,

TIPS FOR ENHANCING BUSINESS SERVICES

■ Post a pathfinder to resources on your website. Outline all the steps involved in a business start-up as well as how to use your resources. The business and career center site of Kansas City (Mo.) Public Library is an excellent example.

■ Databases and other online services are often available through state libraries or regional consortiums. If you are purchasing your own, look carefully at all your options and keep reevaluating new products. Gale Cengage, for instance, recently released its *DemographicsNow: Business & People* database, which it says is powerful enough to replace two or three other popular services.

■ Choose trade journals that fit your local markets, which might mean fashion design in New York but food trucks in Chicago and agriculture in Carson City.

■ Attend business functions to listen for trends and topics for your programs and to identify speakers. You may persuade even professional speakers to appear pro bono because they may wind up with a customer or two at the end of their program.

■ Record your workshop speakers for videos or podcasts on your website or on YouTube. Keep them short, or edit them into focused segments. Link to good programs on other library sites as well. The New York and Simsbury, Connecticut, libraries have very good collections.

■ Join BRASS, the Business Reference and Services Section of ALA’s Reference and User Services Association (RUSA). The BRASS website offers some wonderful information, and you can learn even more by networking with others in the field.

The Basic Business Library (Libraries Unlimited, 2011) includes a chapter with predictions for the future of business information services. It foresees continued growth in “collaborative ventures between the public librarian, neighborhoods, and businesspeople.” And most prescient of all, it says “the expansion of quality business services directly into neighborhoods will be a positive force in the never-ending public library funding battle.”

and electronic resources such as sophisticated business-focused databases, and then they can go right upstairs.”

As the driving force behind a huge downtown revitalization project, the library will take center stage as part of a new 65,000-square-foot Knowledge + Discovery Center, with state-of-the-art digital media labs to train students in high-tech skills and a business incubation facility to encourage more entrepreneurs to build on what are currently six acres of parking lots. “It’s a miracle,” says Westergard, who admits that a serendipitous donation from the late matron of the city’s historic Nugget Casino and the sympathetic vision of the casino family foundation’s director made the exciting new development possible.

Show your stuff

While other libraries may not find the same unbridled enthusiasm as in Carson City, they may still be able to garner high-powered support by demonstrating their economic worth to local business leaders. “You have to go to the chamber [of commerce], go to Rotary, go to the Kiwanis, and write for newsletters and blogs to let the public know what you have,” recommended Nicolette Warisse Sosulski, business librarian for the Portage (Mich.) District Library and recipient of the 2011 Gale Cengage

Learning Award for Excellence in Business Librarianship, administered by the Business Reference and Services Section of the American Library Association’s Reference and User Services Association. “You can’t just sit in your library, or nobody will come to you,” Sosulski said.

Starting a business is much more complicated than simply hanging a shingle, and libraries can help with a host of resources and programs. In addition to books and multimedia on creating and running a business, key items include sample business plans, model employee policies, and databases that can spin out community demographic info, industry trends, and sophisticated mailing lists. The Boeings and Motorolas think nothing about buying these resources for themselves, CPL’s Andersen said he learned long ago, but they make a huge difference to the entrepreneur who is struggling just to qualify for a loan.

But do not feel you have to know everything yourself, Sosulski added, noting she started out without any business background but has learned enough to lecture on this topic at library schools. “It’s just like any other subject. You are looking up sources, you’re investigating on the internet, you’re learning incrementally by helping patrons.” She encourages librarians to tap outside experts, too. The nonprofit SCORE association, a resource partner

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AND INFORMATION SCIENCE

with the US Small Business Administration, often sends counselors to meet entrepreneurs in libraries, and city development advisors and successful local business owners can lead workshops on government licensing and regulations, legal contracts, financing, hiring employees, accounting, paying taxes, marketing, and advertising.

Equally valuable are library facilities: computers with internet access, faxes and copiers, and space for meetings and training. "It's like we're sitting on a gold mine," said Kristin McDonough, director of the New York Public Library's Science, Industry, and Business Library. "They can reserve meeting rooms so they can meet their clients. We let them use cellphones in low voices in certain sections of the library. They can network after work and at our lunchtime seminars. We don't let people sell widgets here—but they can do a lot of business."

As might be expected, NYPL's NYC Small Business Resource Center is huge and offers 10–15 free workshops every week. "But it has to be reciprocal," McDonough added. "Bartering is a big practice I've noticed with start-ups, and space for meetings is at a premium everywhere," she said. So consider offering groups a place to meet in exchange for a workshop on their area of expertise. For instance, McDonough's library hosts the Green Breakfast

Club, which brings environmentally conscious entrepreneurs together, and its effervescent founder, Danielle Lanyard, reciprocates. "Everywhere Lanyard goes now, she talks about the library," McDonough said. "She can convene a meet-up on a Friday night in a big law firm of 400 20-somethings, and she talks about us and hands out our literature. That is much more effective than us putting up a big sign in the library, because she is with it, and hip and cool!"

"I think of us as being connectors," said Andersen, who also recommends forming relationships with professional associations, universities, and lesser-known private agencies. "The library is a central location. Other agencies do workshops in their places, but a lot of people don't normally come through their space. Having them come here helps their visibility." And then they will send their clients to your library. ■



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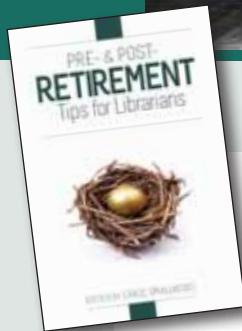
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Working Part-Time After Retirement

Whether you work by choice or out of necessity, you'll find that opportunities abound for library retirees

By Rita Marsales



Art and books have been two big passions in my life, but I was not able to combine them professionally until after I was into my seventh decade. I enjoyed the 40-plus years I spent working in an academic library, but before I knew it, I was 68 and past due for retirement in 2004. I enjoyed relaxing and traveling for a while, and then tried various volunteer jobs but found them unfulfilling. I had stayed busy all my life and was bored with that much free time.

So when an old friend called to ask if I would be interested in helping out with cataloging a gift collection at his library, located in a prestigious art museum, I chose to return to work.

The advantages? I set my own hours within the allotted time per week and take vacation or a day off whenever I want (with enough notice, of course). I don't receive health care or retirement benefits from the museum, which works in the organization's favor. But because I already have Medicare, Social Security, and a pension, I don't need additional benefits. Taxes are deducted from my biweekly paychecks, and the extra money I make helps me pay bills and allows me to travel. Most of all, I like keeping my mind active. Because I love art, I visit the museum galleries when I need a break, and I enjoy special tours and employee discounts at the museum bookstore.

You may say that it was easy for me to find employment after retirement because I had friends. That is called networking, and I've been doing it for years. But there are other ways to find work, too. Over the years I often had to work more than one job (I was a single mother of three), as did others I know. As a result, I can offer real-world suggestions for finding library-related employment.



Library retirees have many options, including working on a cruise ship library, at a local bookstore or museum library, or at a church or synagogue library. Some may opt to work and travel, as the author's friend did when she cataloged the library of a Scottish nobleman.

First, you must decide how many hours you would like to work and then decide the number of hours you would actually be willing to work. Next, determine what pay you deserve based on a lifetime of experience. Don't sell yourself short; start high, then negotiate. Once you start working it will be more difficult to ask for an increase. I didn't ask for enough at the museum library, but I have received two substantial bonuses—something that never occurred in my academic career.

And remember to update your résumé before you begin your search. Make it simple but as impressive as you can. If you have a second master's degree or job experience in a specific field, those qualifications may open up even more possibilities. The following are several ideas to get you started in your new post-retirement job search.

Tips to get started

School libraries often need extra library help for a few hours a week. They need catalogers, someone to manage the circulation desk and answer questions, and someone to read to children. Go to a nearby school library and ask around. It helps to be a grandmother, but that is not as important as the years of experience you have to offer.

If public library work appeals to you, inquire at your

city or county library. They may have limited budgets, but they may also be more willing and able to hire a non-benefits-eligible part-time employee. These libraries especially welcome extra help during after-school hours.

I once worked part-time for our local community college as a substitute reference librarian. Community colleges hold classes at various high schools around the city and place their own librarians in the school libraries in the evenings. If the librarian assigned to that campus couldn't make it one evening or was on vacation, they called a substitute librarian. It entailed going in to work on short notice and then being able to enter a strange library and immediately start answering reference questions, even if you didn't know your way around that particular library. It was a challenge, but fun. I also worked for a community college as a cataloger during a retrospective conversion, but I suspect this is no longer an option.

If you are able to work an evening shift, you may find a part-time job as a reference or circulation librarian in a university library. It might be only one evening a week and not too late. Saturday or Sunday afternoon shifts may be available as well. I worked like this for three years at a small private college. Remember, being around young people can help keep you young!

Being a cataloger can land you all kinds of jobs. Providing services to a private collector can be highly profitable. Many wealthy people have collections of books that have grown so large that they are unable to find the book they want. As their cataloger, you can more or less set your own price and hours. What's more, you can use simple software programs to do the task (so try to avoid typing cards). Sometimes people want only what amounts to a bibliography, with books arranged by title or by author (though it is usually helpful to have them also arranged by subject). You don't have to use LC or Dewey; a simple Cutter Table will do. I once arranged books for an art patron. She didn't want any marking on her books but wanted them grouped by art movements. This task didn't take long, but when she called back a couple of years later and complained that the books had gotten out of order and needed to be arranged again, I declined. Another collector who didn't want his books marked was happy to have labels on his shelves.

Branch out

Don't forget special libraries. I once paid off some legal fees by cataloging a lawyer's library. For a number of years I worked as a cataloger for an office of psychiatrists for several hours a month. I also worked for a while at a well-known engineering firm while its regular librarian was recuperating from an accident. Special libraries sometimes receive gift collections that can't be processed in the normal workflow. The keys are flexibility and experience.

If your specialty is reference, you can find people who want research done or bibliographies prepared. You can work for authors by proofreading their work or cross-checking their citations. Genealogical research is yet another possibility.

Although medical libraries are a special field, they have many traditional library tasks and may welcome part-time employees.

Church and synagogue libraries depend heavily on

READY TO RETIRE?

HERE'S WHAT YOU SHOULD KNOW

Whether you're just starting your library career or several decades into Libraryland, retirement is likely to affect you at some time. Recognizing this stage of life is the ALA's Retired Members Round Table (RMRT), which exists to "develop programs of particular interest to retired persons from all types of libraries and all forms of library service, including formal opportunities for continued involvement and learning; a variety of leadership training and opportunities for mentoring; lifelong professional involvement and networking; and active engagement in the American Library Association and the profession of librarianship." About half of the current group is not yet retired, and half already retired.

American Libraries asked members of the group to provide their favorite tips and advice to readers. Here are a few of their suggestions:



"If you're like me, start cleaning out your stuff early. I had 25 years of program ideas and props, and sweet notes from 3rd graders [to box up]. Also, get a personal email account and copy your address book and your bookmarks. You might want to think about getting new business cards if, like me, you're not really planning to work but you do want to keep your hand in, so to speak."

—Carolyn Caywood, Virginia Beach, Va., Bayside and special services librarian with the Virginia Beach Public Library



"One difficulty I've had over the years is using retired librarians as volunteers in public or school libraries and asking them to perform professional work without being paid for it. We have all heard about people who think libraries can be run by volunteers, and we shouldn't give them ammunition for trying to do so. But churches, synagogues, and mosques could probably use a librarian's expertise."

—Sue Kamm, Inglewood, Calif., former head of audiovisual services and reference librarian at Inglewood Public Library



"While you may look forward to withdrawing from the rigor of a working life, you may find that the rest you looked forward to is not rest but isolation bordering on boredom. Remember that the second half of your life (retirement) should prove to be the most important and rewarding part of your life. Now is the time to plan for related activities such as becoming a library trustee, joining a Friends of the Library group, or a literacy improvement group. And remember: What you plan in advance may be your best ally."

—Nicholas Spillios, Edmonton, Alberta, former supervisor of learning resources services and current library board trustee and chair of the Edmonton Public Library

PLANNING GUIDES

volunteers, but when they grow large, they may welcome some part-time paid help for acquisitions and cataloging.

Many organizations have archives—rather than libraries per se—but library skills apply in organizing these as well. Some examples are local art venues such as theaters, symphonies, operas, historical organizations, and specialty museums. All of them have documents they want to keep and that need to be organized. I once cataloged a library for the use of the docents at a local house museum.

If you have the necessary skills and patience, there is a big demand for book repair. Ask your local libraries to keep your name on file to offer the many people who call them for help with repairs. I had one friend who repaired the spines on the hymnals for her church. Book repair professionals usually charge by the book.

A library background is an obvious advantage if you would like to work part-time in a bookstore. A bonus: You often get discounts on books. If you want to do something completely different, go ahead, but you may as well take advantage of the skills you have.

Work and travel

Now the fun part: travel librarianship. If you know libraries and you like to travel, why not combine the two? There are libraries all over the world that might be interested in hiring a consultant, especially librarians with strengths in technological applications. Knowing the language of that country can be helpful, but it is not always a requirement. I have a friend who spent three months in Taiwan as a consultant. She had formerly been a government documents librarian and knew no Taiwanese or Mandarin. Consultants sometimes receive transportation and living expenses in addition to a fee. Another friend and her husband went to Scotland for a year after both had retired, and she cataloged the library of a nobleman. The two of them lived in a cozy cottage (rather than a drafty old castle), and weekends were open for travel. Opportunities of this type are plentiful and are just a click away online.

Did you realize cruise ships have libraries and therefore must hire librarians? While still employed, I once investigated the possibility of working for a program that catered to college students from wealthy families who spent a semester cruising around the world while having classes on board the vessel. They of course needed lots of books and required a librarian to acquire, catalog, and circulate them.

Volunteer gigs

If you are not interested in working for pay, volunteer opportunities abound. The following are a few:

Before I found my current part-time job, I volunteered every other Saturday morning at a nature center, where I could draw on my reference skills to answer questions. (For me, this was much better than the volunteer job I had

The average American spends 20 years in retirement, so it's important to plan and sock away money as early as possible. Here are several links that can help you prepare for your post-work life.

Calculate your pension

bankrate.com/calculators/retirement/pension-benefits-calculator.aspx



Determine the amount you'll need in retirement

aarp.org/work/retirement-planning/retirement_calculator

Learn about receiving Social Security while working

ssa.gov/retire2/whileworking.htm

Calculate your life expectancy

gosset.wharton.upenn.edu/mortality

Estimate how much you may need for long-term care

longtermcareinsurance.org/carecalculator.html

at another museum, where I was asked to help create an image database.)

Are you interested in history? Librarians are often good at gathering and organizing oral histories. I live in an old section of my city and think that it would be great to interview some of the old-timers before their stories are lost. A young librarian at the academic library where I was formerly employed recently organized a project to gather videotaped interviews of retired and longtime employees. It turned out to be fascinating.

Start your own book club in your church or neighborhood. You already know how to find the best books for your group to read.

Now, aren't you glad you got that MLS? You'll never need to worry about being unemployed. On the other hand, you may never find time to read all those wonderful books on your own shelves.

In a couple more years I will be 78, and that seems like a good age to retire again. Or maybe not. ■



RITA MARSALES is a retired preservation librarian from the Fondren Library of Rice University in Houston, Texas. A longer version of this story first appeared in *Pre- & Post-Retirement Tips for Librarians* (ALA Editions, 2011), edited by Carol Smallwood.



ALA Annual Conference 2012 Wrap-Up

A grand total of 20,134 people attended the American Library Association's 2012 Annual Conference in Anaheim, California (nine registrants better than last year's conference in New Orleans).

A few hundred of these attendees came out to witness the announcement of the inaugural Andrew Carnegie Medals for Excellence in Fiction and Nonfiction, which were awarded to Anne Enright and Robert K. Massie. It was the first time ALA, which sponsors the prestigious Youth Media Awards, has offered single-book awards for adult trade books.

ALA Council passed a unanimous resolution in support of the value of school libraries, and conference attendees participated in dozens of discussions about ebooks, privacy, library advocacy, and other professional issues.

Then there were the exhibits, which also helped to draw thousands of librarians, vendors, and

other attendees from across the world to ALA Annual, held June 21–26. Maureen Sullivan was inaugurated the 2012–2013 ALA president at the end of the conference.

Ebooks were the elephant in the room in a panel that included such librarians as Sue Polanka of Wright State University in Dayton, Ohio. She demonstrated how OhioLINKS negotiated with such major publishers as ABC-CLIO, Gale, Oxford University Press, Sage, and Springer to purchase each year's entire front list rather than individual books. By locally uploading the ebooks using eXtensible Text Framework (XTF), Wright State was able to make available a digital collection that offers more books than Project Gutenberg.



Annual Conference attendees mill about the lobby of the Anaheim Convention Center between sessions.

COUNCIL ACTIONS

In an unusual first session, ALA Council took time to discuss its own effectiveness, working with then ALA President-Elect Maureen Sullivan. Council members broke into small groups and, after several minutes of discussion, summarized each group's priorities. Notes were provided to Council Secretariat Lois Ann Gregory-Wood, and the Council Orientation Committee was tasked to work with Parliamentarian Eli Mina post-conference to analyze the worksheets and determine next steps.

ALA Treasurer James Neal gave the ALA Treasurer's Report (Council Document #13.1), which included annual estimates of income for FY2013, and a budgetary ceiling of \$65,026,831 was approved. The policy manual revisions (CD#10.3) proposed by the Policy Manual Task Force was also passed.

Councilors discussed a report on streamlining Annual Conference programming. Executive Director Keith Michael Fiels provided attendance figures as of Sunday for Anaheim, which at the time was 20,021. He noted the numbers were nearly identical to the attendance at the 2011 Annual Conference in New Orleans and only about 2,000 fewer attendees than in 2008. "Certainly the exhibitors were very pleased," Fiels said.

Five new resolutions were presented to Council. A resolution opposing voter suppression in America (CD#40) was heavily discussed, and passed after an amendment to strike part of the resolution was defeated. The resolution "opposes voter ID laws, restrictions on voter registration, cuts to early voting and any other laws resulting in the restriction of lawful access to voting; and encourages libraries, librarians, and library support staff to provide infor-

mation to citizens to mitigate these restrictions should they remain in effect on Election Day."

A resolution affirming that school libraries and librarians are critical to educational success (CD#41 Rev.), which was referred from the Membership Meeting (MMD#7), passed unanimously.

A resolution on Homelessness and Libraries (CD#45), which called for the Library Bill of Rights to include housing status, was referred to the Intellectual Freedom Committee. Two other resolutions—one affirming access to information and supporting WikiLeaks' right to publish leaked government documents (CD#41) and the other in support of whistleblower Bradley Manning (CD#42)—were both defeated.

Memorial resolutions were read for Ray Bradbury, Kathleen Hegarty, Sara Fine, James Clifton Welbourne, Wanda L. Crenshaw, Jane Howell, Alexander Boyd, and Richard E. Bopp, as was a tribute to Abbé Charles-Michel L'Épée, inventor of sign language for the deaf.

In the Council Tellers report (CD#12.3), 144 councilors cast ballots for the Council Committee on Committees (two were voided) electing to a one-year term: Sol A. Gomez, Terri G. Kirk, Em Claire Knowles, Lauren Pressley, and Rocco A. Staino. In addition, 144 councilors cast ballots (none were voided) for the Planning and Budget Assembly, electing to two-year terms Chapter Councilors Alan A. Kornblau and Andrew B. Wertheimer and Councilors-at-Large Diane R. Chen Kelly, Gail A. Schlachter, and Courtney L. Young.

Retiring Councilors and Executive Board members were recognized at the Council II session.

Read more at ala.org.

The ALA Washington Office introduced a new advocacy tool called Mobile Commons, pairing its unveiling with presentations from representatives of the Federal Communications Commission, the Electronic Frontier Foundation, and OpenGovernment.org.

Featured speakers

There were plenty of authors on hand for ALA's 136th Annual Conference.

As part of the Auditorium Speaker Series, bestselling author **John Irving** discussed his latest book, *In One Person*, about a bisexual man growing up in a small Vermont town in the 1950s who becomes infatuated with the mysterious,

A Q&A WITH THE CARNEGIE MEDAL WINNERS

Anne Enright, author of *The Forgotten Waltz*, and Robert K. Massie, author of *Catherine the Great: Portrait of a Woman*, received the first-ever Andrew Carnegie Medal for Excellence in Fiction and Andrew Carnegie Medal for Excellence in Nonfiction, respectively. *Booklist* Editors Donna Seaman and Brad Hooper interviewed Enright and Massie. Here is an excerpt of their interviews: (Read the full interview at BooklistOnline.org.)



**ANNE ENRIGHT,
THE FORGOTTEN WALTZ**

BOOKLIST: Have libraries been important to you?

ENRIGHT: There is a big, beautiful Carnegie Library in Rathmines [Ireland], beside my primary school, and I went there before I got the bus home. It was the first place I

was allowed to go alone, and I found it both safe and profoundly exciting. I ate every book in the children's section. I come from three generations of busy library users. My granny was handed Joyce's *Ulysses* from under the counter in Phibsboro Library [in Dublin] in the 1930s (the book was not banned, as some people think; it was up to the librarian to judge if you were a person of sufficient character to read it without becoming corrupted). My mother always had a library book beside her bed, and my sister is a librarian who has worked in Kilkenny, London, and Somaliland. In short, I am a believer, and this award means everything to me. It is a great honor.

BOOKLIST: Are you at all concerned with the changes under way, thanks to digital technologies, in writing, publishing, and reading?

ENRIGHT: The glee with which the digital providers ignore questions of content and quality, the way they see writers as fodder, is terrifying. Their stated aim is to pay writers as little as possible. They see a future of disposable talent, of business-savvy typists and amateurs, and they are busy bringing that future about. This, combined with the economic downturn, has made it suddenly and catastrophically harder for writers to earn a living by their pen. The universities may offer a refuge for some, but I worry this will cause an increased distance between "high" and "low" fiction in the long term. There are days when I think we are entering the last days of the book, and there are other days when I say, "Who knows?" and "What the hell?" and I sit down to write up a storm. We might as well go out with a bang as a whimper.

BOOKLIST: Finally, what are the three essential items on your writing desk?

ENRIGHT: A big sign saying, "Sit here for three years and you will get repetitive strain injury." I work on a laptop and move around the house. I sometimes change the screen saver when I am working on a new book. For *The Forgotten Waltz*, it was this beautiful image of frost flowering on a windowpane.



**ROBERT K. MASSIE,
CATHERINE THE GREAT**

BOOKLIST: Let's start at the end.

The last line of the acknowledgments in *Catherine the Great* reads: "Finally, I must acknowledge the extraordinary pleasure I have had in the company of the remarkable woman who has been my subject. After eight

years of having her as a constant presence in my life, I shall miss her." Have you been as possessed by the subject of any of your previous biographies as you obviously were by *Catherine*?

MASSIE: Only Nicholas II. I wrote *Nicholas and Alexandra* because my older son, of six children, was born with hemophilia, which came out of the blue, genetically. I had a background in history, and I knew only a smidgen more than most of us know about Rasputin and the hemophilic czarévitch, Alexis, and now, because of my son, I was aware of the implications of the health of the heir to the throne on the fall of the Romanov dynasty. So, yes, I was much caught up in that book, in the sense, which you say, of being possessed.

BOOKLIST: What should your readers remember about *Catherine*?

MASSIE: The remarkable achievement of her going from a nobody—I mean, princesses were a dime a dozen in Germany because of all the little principalities—to having not only intelligence and strength but ambition, to go to Russia and swallow hard once she had taken the future emperor Peter III's measure as her intended husband and to live with him many years as his wife, all the while saying to herself, "I'm going to stay. I'm going to outlast all of the criticisms." And she did. The other thing was her method of governing—she was a strong woman, but she wasn't ruthless. Two centuries ago [she and] Elizabeth I of England [were] the two most remarkable women who ever occupied European thrones. And she and Peter the Great are the two great rulers who brought Russia into the modern world of the 18th century.

beguiling (and later revealed to be transgender) librarian Miss Frost. “No, I never knew a librarian like this,” Irving deadpanned. “No one asked me, but I can feel you thinking it.”

Speaking at the ALA President’s Program, author **Jodi Picoult** and her daughter (and new author) **Samantha Van Leer** discussed their collaboration while writing the young adult novel *Between the Lines*. Picoult, author of 18 novels, said that while she and her daughter shared nearly identical visions for many aspects of the novel, she quickly realized that when they disagreed, “I didn’t always know best.”

Sherman Alexie, author of *The Absolutely True Diary of a Part-Time Indian*, was the keynote speaker at the Public Library Association President’s Program. He called librarians “the distributors of the collective human imagination,” saying that, because history is far more than any one individual can remember, we need librarians to preserve and organize those stories.

Actor and children’s book author **Chris Colfer**—best known for his starring role as Kurt Hummel on *Glee*—spoke at the Auditorium Speaker Series about his childhood fascination with fairy tales. When he was little and his younger sister became ill, he said he used these imagined adventures as a way to escape. Some of those stories are now in his new children’s book, *The Land of Stories*, which he began writing when he was 10 years old.

Closing the Auditorium Speaker Series was TV star turned writer **Henry Winkler** and educational specialist **Lin Oliver**. Winkler and Oliver cowrote the children’s book series *Hank Zipzer: World’s Greatest Underachiever*. Winkler, best known for his role as Fonzie on the 1970s sitcom *Happy Days*, and Oliver, executive secretary of the Society of Children’s Book Writers



Annual Conference blogger mk Eagle had the opportunity to speak to Sapphire, author of *Push* and *The Kid* and an Auditorium Speaker in Anaheim. Watch their conversation at bit.ly/N8Dw6a. They discuss the challenges of writing from a teen perspective, the need for libraries to provide access to novels with challenging content for teens who need them, and the literary landscape for young African-American and Latino readers.

(which works with children’s librarians), announced their newest collaboration, *Ghost Buddy*, which addresses themes such as dealing with bullying and living in a blended family.

J. R. Martinez, the 2011 winner of *Dancing with the Stars*, spoke at the Closing General Session. Martinez—who has overcome severe burn injuries on much of his body from a land mine incident during a 2003 tour of duty in Iraq as an Army infantryman—talked about bouncing back. “You can’t be afraid of showing your scars,” Martinez said.

George R. R. Martin, author of the ongoing book series *A Song of Ice and Fire*, on which HBO based *Game of Thrones* (namesake of book one), spoke to a standing-room-only crowd about science fiction and fantasy. He was joined by authors **Blake Charlton** and **Lois McMaster Bujold**. Martin, who grew up in a federal housing project, said that among the things that saved him was his local library: “Suddenly I was going places.” Charlton, author of

the *Spellwright* and *Spellbound* novels, said he grew up dyslexic and didn’t learn to read until he was 13 or 14 years old. He gravitated toward fantasy because it is a “literature of exceptional ability, possibility, and disability.” Bujold asked what the world would look like if there were no works of speculative fiction. “Fiction gives our minds and souls another place to be,” she said.

Media, marketing, literacy

Journalist and internet policy specialist **Rebecca MacKinnon** was the keynote speaker at the Opening General Session. MacKinnon, author of *Consent of the Networked*, gave examples of government intrusion, ranging from Chinese citizens being blocked from access to certain websites to Egypt’s Mubarak government collecting surveillance data on its citizens, and said similar activities have occurred in the US. “We should be concerned when controversial speech can be taken offline or diminished through pressures by private intermediaries with no judi-

WHY THEY WENT

"I am recently retired and wanted to connect with other retirees. My main objective was to have fun, and that's exactly what my husband and I did, spending a week in California."

—Ann Marie Pipkin, former librarian, Alabama School of Fine Arts in Birmingham



"Our campus has embraced information literacy, so I'm looking for sessions that address that. I'm also looking forward to new features

in electronic databases. I like that vendors are doing more on Sunday and Monday and that they're asking us to share feedback via focus groups."

—Vicki Smith Miller, collection development librarian and education liaison, Winston Salem (N.C.) State University



"I signed up for copy-right issues. In order to explain the issue to colleagues, I need to 'get it.' I also like wandering the exhibit floor to look for children's books for my son."

—Darla Sims Garcia, librarian, Sanford-Brown College in Portland, Ore.



"I'm most looking forward to practical advice on programming and for advice on such things as customer service. I love the exhibits because they let me know what's out there and allow me to add free books to our collection."

—Terri Koyl, librarian, Joint Expeditionary Base Little Creek-Fort Story, Virginia Beach, Va.



"I'm looking for workshops. Social media was the focus last year. This year it's e-publishing, ebooks, and technology."

—James Murdock, director of multimedia content, New York Public Library



"I'm interested in anything having to do with education and schools. Even though we're a public library, we have to serve students."

—Shautee Burns, digital projects outreach specialist, New York Public Library



"We're dealing with ebooks and ebook device lending, so we're looking into items related to that. I'm personally interested in

intellectual freedom and cataloging issues."

—Michael Widdersheim, collection development staff, Clarion (Pa.) Free Library

"I presented a workshop on the Standards for the 21st Century Learner Lesson Plan Database. I'm looking forward to seeing the lessons started by participants added to those currently published in the database."

—Kathy Lowe, executive director, Massachusetts School Library Association



"I'm looking for more focused programming dedicated to public libraries, especially [with regard to] music and zines."

—Matthew Moyer, librarian, Jacksonville (Fla.) Public Library

cial due process," she said.

Small-business marketing expert **John Jantsch** appeared at the Association of Specialized and Cooperative Library Agencies President's Program to discuss what libraries should do to promote themselves when they have no budget, resources, or time. "When you have trust, you don't need a marketing department, but you do need a marketing mindset to leverage trust," said Jantsch, bestselling author of *Duct Tape Marketing* and *The Referral Engine*. He offered practical step-by-step solutions libraries can use, both in person and via new media services. He recommended that libraries maintain a blog because search engines love blogs. "It's the greatest opportunity for the greatest impact immediately."

At the joint President's Program of the Association of Library Collections and Technical Services and the Association of College and Research Libraries, **Duane Bray**, a partner at innovation and design consulting firm IDEO, discussed the emerging idea of a "terrative": a story that unfolds through a mobile device as a reader walks through a physical locale such as a historic city. Libraries could play a key role in collecting and distributing local stories, he said, as well as by training patrons in the technology.

Dan Ariely, author of *Predictably Irrational* and *The Honest Truth about Dishonesty: How We Lie to Everyone (Especially Ourselves)*, said there are many reasons why people cheat. "The culture takes past behaviors and changes whether we view it as moral or not," he said. Ariely suggested that posting rules of conduct in a library would be less effective than having a patron sign an agreement in advance.

In writing his memoir, *Rather Outspoken: My Life in the News*, veteran journalist **Dan Rather** said at the President's Program of the Associa-

tion for Library Trustees, Advocates, Friends, and Foundations that he had wanted to put in book form some of the stories he tells when people ask him what it was like to cover Martin Luther King Jr., the civil rights movement, or Vietnam. Rather talked about the experience of reporting on George W. Bush's Vietnam War—era service in the Texas Air National Guard, a story that eventually led to Rather's resignation from CBS after more than 40 years there: "We had reported a true story, which did not sit well with the powers that be in Washington, and corporate leadership decided to fold."

Researcher **Michelle Poris** and Gale Cengage Learning Vice President **Stephen Abram** spoke at the joint President's Program of the Association for Library Service to Children and the Young Adult Library Services Association. In her study of digital literacy, Poris found that when kids have time to relax, they choose screen time. "Play is very different than what it would have been in the past," she said, adding that kids still "appreciate the outdoors—but maybe with an iPhone in hand." Abram said that he sees the benefits of gaming: "We are at a point where we are seeing a significant evolutionary leap," explaining that videogames have been proven to increase IQ scores and change brain structure. And, Abram said, they provide episodic reading that is more accessible to boys.

Technology consultant and internet philosopher **David Weinberger** spoke about the explosion of digital knowledge and its consequences. "The major institutions of knowledge in the West are imploding," and that's not necessarily a bad thing, said the author of *Too Big to Know*, urging attendees to look at libraries as platforms where patrons are the developers.

—Read more conference coverage
by searching on #ala12

HAVING FUN @ ALA



What's Cooking @ ALA



The Rock Bottom Reminders



Cartoonist Chris Houghton demonstrates his skills at Artist Alley.

The **What's Cooking @ ALA** stage featured numerous speakers including Margaret Floyd and James Barry, authors of *The Naked Foods Cookbook*; nutrition expert Sharon Palmer; chef Antonia Lofaso, author of *The Busy Mom's Cookbook*; and others. Floyd suggested blending raw veggies, slicing them thin, and adding familiar sauces and spices to "sneak more vegetables into your diet."

At the Zine Pavilion, handmade publications showcased a wide range of subjects and celebrated print culture. On hand were various zine creators and librarians who manage and display collections of these works.

More than 100 conference attendees gathered on an outside terrace of the Anaheim Convention Center for an hourlong yoga session. Part of the Think Fit series that began at the 2012 Midwinter Meeting in Dallas, **Think Fit Yoga** guided participants through various asanas, followed by

healthy drinks and munchies at a refreshment/protein bar.

Nearly 2,200 people attended the ALA/ProQuest Scholarship Bash to see the **Rock Bottom Reminders'** final performance. The group decided recently to disband after founder and member Kathi Kamen Goldmark died May 24. Among those appearing were Dave Barry, Amy Tan, Roy Blount Jr., Stephen King, and Matt Groening (as well as Marge Simpson, in the form of a mask worn by Groening).

The first-ever graphic novel convention at Annual Conference brought together librarians, graphic artists, and comic book writers. Dubbed **GraphiCon**, the mini-conference included the Gaming and Graphic Novel Pavilion, the graphic novel stage with a full weekend of programming, the ALA Play event, and Artist Alley, where attendees could meet their favorite authors and illustrators face to face.

Vendors Showcase Their Wares in Anaheim

Innovative practical technologies keep the exhibit hall buzzing By Marshall Breeding



The exhibit hall floor featured plenty of tech companies touting the newest gadgets, databases, software, and more.

Interested buyers found tech products that press beyond established boundaries as well as those that enable bread-and-butter library activities in the Anaheim Convention Center during the 2012 ALA Annual Conference. Products ranged from discovery services that aim to deliver access to the universe of library collections to new library management systems bringing together print, electronic, and digital resources and ebook-delivery

products for those in search of innovative, pragmatic solutions. Integration was a common theme: Business partnerships and technical APIs enabled products and services to blend into seamless patron interfaces. But with budgets tighter than ever, any tech product that saves libraries time and money deserves attention.

A small team from **Google** came to talk about bringing the company's "indoor maps" project to libraries. The Google Maps application has

recently added the capability to show not only building locations but also the floor plans of selected structures, allowing users to navigate within via Android-based smartphones. To do this, Google staff members collect a building's data onsite—an endeavor that can include scanning or creating a floor plan graphic and taking data readings of wireless access points to supplement standard GPS triangulation, which enables more precise internal navigation. Google has pre-

viously worked with several museums, airports, shopping malls, and other large buildings and now offers this feature for libraries. To opt into indoor maps, library representatives would schedule a date for on-site data collection and provide floor plans that can be digitized. In exchange, a participating library would receive access to online tools that can either update or disable the service. The Google Maps app appears to be a positive development in library visibility with no major red flags in terms of privacy concerns.

A few weeks before Annual, the many libraries relying on Meebo, an online instant-messaging utility, to power their instant reference services began scrambling for a replacement after learning that Google had acquired it and was discontinuing it as a standalone service. Several companies are stepping in to fill the void. **Credo Reference**, through a partnership with Mosio, Inc., offers a two-way messaging widget as part of its Literati reference-title-blending platform, a user-oriented search and presentation platform, multimedia learning tools, and other services. The widget from Mosio will enable real-time information support services to library patrons. **ChiliFresh**, whose offerings include the full-fledged social network Connections, which integrates into library catalogs so patrons can share reviews, recently added a free reference desk chat utility with capabilities similar to Meebo.

Blekk demonstrated its spam-free search service, which not only avoids most web-based scams and malware but utilizes slashtags to search by date, type of site, and other handy shortcuts. Although a user-facing service, Blekko emphasized its alignment with libraries through its focus on high-quality content, which it organizes through



At the Mobile Applications Pavilion, Anne Prestamo, associate dean of libraries at Oklahoma State University, and Manuel Prestamo viewed the latest app technology.

curated topics. The firm encourages libraries to embed the Blekko search box on their websites.

Lynda.com demonstrated its library of software-learning videos that are designed to accommodate diverse learning styles. Courses are divided into small chunks of material so subscribers can learn a specific task at hand. Most topics relate to technology or specific software packages (for Macs, PCs, tablets, and smartphones), but Lynda also covers broader topics such as photography and business. Subscription options include monthly and annual rates, as well as multiuser programs for business, education, or government. LyndaCampus provides campuswide access to all materials based on IP authentication.

Electronics for Imaging demonstrated its latest self-service copy and print stations, whose capabilities include allowing library patrons to print content stored on USB drives, cloud storage services, mobile devices, and elsewhere, and to pay printing fees with a charge card. **Scannx** displayed its latest Book ScanCenter kiosks, which enables patrons to scan materials for deliv-

ery to their email account or save it to a USB drive, Google Docs account, smartphone, tablet, or network folder, or to route scanned materials to a printer. For staff use, Scannx has recently entered a partnership with OCLC for direct fulfillment of interlibrary loan requests through OCLC's Article Delivery document delivery site.

One of the biggest announcements on the exhibit floor was that **Bibliotheca** has entered the ebook arena. The consolidated company—comprising the Scandinavian Bibliotheca RFID, UK-based Intellident, and ITG from the United States—showed off its new Bibliotheca branding and demonstrated its self-service and other RFID-based products. Its new ebook division will model what Douglas County (Colo.) Libraries has pioneered, which centers on library ownership of ebook titles and cooperative buying to negotiate lower pricing. Two DCL staff members joined Bibliotheca for the exhibit-hall launch of the new division, for which product details have not been finalized.

The **3M Cloud Library** has seen



Google representatives talked about the company's "indoor maps" project, which is similar to Google Maps except that it focuses on interiors—including those of libraries.

substantial progress since its launch at last year's ALA Annual. In addition to showcasing its growing collection of titles, 3M demonstrated its in-library discovery terminals and lendable e-readers and computer and mobile-devices apps with which patrons can borrow and read ebooks—already in use in nearby Glendale and Pasadena (Calif.) Public Libraries and elsewhere. The company also emphasized a pilot project just launched with New York and Brooklyn Public Libraries using the 3M Cloud Library to offer titles from Penguin Group, subject to significant restrictions: a six-month embargo on libraries buying new titles and a one-year term of access.

OverDrive displayed some of its latest developments to its ebook-lending platform. Currently a dominant provider of ebooks in public libraries, the firm is looking to expand its presence in K–12 schools. Already supporting ebook lending across all major tablets and e-reading devices, OverDrive previewed its browser-based reading platform, which is based on technology it recently acquired from the Australian firm Booki.sh. OverDrive also demonstrated its audiobook streaming

service, which offers instant listening without the usual wait time associated with downloaded audiobooks, and its reworked Content Reserve, due for release later this year, which offers improved tools for collection selection and analysis. Additionally, the firm reported that a long-anticipated API to integrate its services through other user interfaces would become available this summer.

Over at the **ProQuest** booth, ebrary featured the flexible options it provides to help libraries incorporate ebooks into their collections. Ebrary offers diverse models for patron access to ebooks, including library subscriptions to predefined collections, demand-driven acquisitions in which the level of patron use triggers a library to purchase additional copies, short-term loans with transaction fees, and titles purchased outright and held in the library's perpetual archive. Ebrary announced a new Extended Access plan under which titles bought under single-user licenses can be dynamically converted to multiuse or short-term loan licenses when they are in high demand, thus eliminating patron turnaway.

A new vendor working to expand options for ebooks, **unglue.it**, uses a crowdfunding model to make titles freely available by scanning them into an ebook format. The basic model is to facilitate fundraising campaigns to "unglue" a book and release it into the public domain after the target amount set by the copyright holder is met. Interested readers pledge toward the ungluing of a given title, but don't pay unless—or until—the goal is reached. *Oral Literature in Africa*, by Ruth H. Finnegan, was the startup's first unglued title, with the goal reached just before Annual.

Scalable systems

In the "big-iron" technology section of the exhibit hall, companies were keen to show the latest in their discovery services and new-generation library management systems, as well as their ongoing advancements in integrated library systems.

EBSCO, in addition to highlighting the mainstay of content it offers on its flagship EBSCOhost platform, came to the conference with news about a handful of new partnerships that potentially expand the penetration of EBSCO Discovery Service. An API now enables the search capabilities and features of EDS to be integrated into the interfaces of other products. New partners include SirsiDynix, which will integrate the EDS into eResource Central to provide access to article-level content in addition to the ebook integration already in place. OCLC will enable EDS to serve as an optional patron interface for libraries implementing WorldShare Management Services. EBSCO also extended an existing agreement with Innovative Interfaces to provide EDS content through the latter's Encore discovery platform.

Ex Libris demonstrated Primo Version 4, which sports new features such as the company's Schol-

arRank technology for calculating the relevancy of search results according to factors related to scholarly value and the interest of the searcher, social sharing of items, saving of result pages, and improved manageability for consortia. Libraries recently purchasing Primo, such as the University of Hawaii system, have pushed the user base past 1,000 sites. Ex Libris also featured its new Alma platform after almost three years of design and development, with development partners positioned to place the software in production use.

Marking its third anniversary, the Summon discovery service from **Serials Solutions** continues to see ongoing development, both in terms of the resources indexed and in its features, such as the new catalog record display, to deliver complete user account functionality and improved support for deployment in consortia. Though still in early stages of development, Serials Solutions also promoted Intota, its new library services platform, and demonstrated pieces of its functionality. The company has engaged six libraries as development partners.

Contents included

In addition to showing off its new Sierra library services platform and Encore discovery product, **Innovative Interfaces** previewed Decision Center, a product that helps libraries select collection materials based on automatically generated recommendations and performance metrics. Twenty libraries have signed on as early adopters.

OCLC highlighted the latest developments on its WorldCat Local discovery service and WorldShare Management Services, both globally cooperative technology platforms. More than 200 libraries have now committed to WorldShare Management Services, of which about 40 have gone live with the new service.



Thousands of Annual Conference attendees visited the booths of vendors' booths such as 3M (whose Discovery Terminals are shown above) to hear about their latest offerings.

OCLC also emphasized its activities in the linked data arena, including the extension of WorldCat.org with schema.org descriptive markup and the release of the Virtual International Authority File and Dewey Decimal Classification as linked data. Linked data expert Richard Wallis recently joined OCLC as its technology evangelist.

On the content front, dozens of vendors provided opportunities to learn about hundreds of databases and other content products. Notable new offerings include the *Nineteenth Century Collection Online* from Gale that makes available a massive amount of primary source material even as it debuts a new platform that offers features for scholars. The platform includes textual analysis tools, user-generated tags and annotations, and integration with Zotero for citation management.

Gale also announced its agreement with *National Geographic* to develop an online archive containing more than a century's worth of content, which the two intend to deliver through a rich interface with powerful search capabilities.

The 411 on exhibits ROI

The products and services mentioned represent only a small sample of what was available in the hall, which was packed with opportunities for attendees to investigate new wares that might benefit their libraries or to touch base with their existing vendors to learn about recent developments and future strategies. The investments that libraries make every year in technology and content products and services make it worthwhile to devote an hour or so to visit the ALA exhibits in order to become a smarter buyer and help strengthen the engagement between libraries and their current and potential vendor partners.

Hot topics such as ebook lending, the need for more comprehensive tools to manage collections, and linked data sparked some of the innovations in the exhibit hall. The booths were also replete with well-established but ever-evolving products that libraries need to maintain efficiency in daily operations and responsiveness to patrons' needs. ■

—Marshall Breeding, independent consultant, researcher, and author.

Currents

- **July 1 Alan Bernstein** began as university librarian and dean of the master's of library and information science program at Valdosta (Ga.) State University.
- **Mary L. Chute** became New Jersey state librarian in July.
- **Kenneth Clarke** has become CEO of Chicago's Pritzker Military Library.
- **MaryKay Dahlgreen** became Oregon state librarian March 1.
- **Bart Everts** recently became reference and instruction librarian at Peirce College in Philadelphia.



Mary L. Chute

Yohannes
Gebregeorgis

Jane Light

- **Yohannes Gebregeorgis** has joined the faculty of Mekelle (Ethiopia) University's Department of Library and Information Science.
- **Chris Hagar** joins the full-time faculty at San José (Calif.) State University School of Library and Information Science in the fall.
- **S. D. Harris** became assistant director at Norwalk (Conn.) Public Library System May 12.
- **Sylvia Jenkins**, dean of academic development and learning resources, became president of Moraine Valley Community College in Palos Hills, Illinois, in July.
- **Jane Light** has retired as San José (Calif.) Public Library director.
- In January 2013 **Tomas A. Lipinski** becomes director of Kent (Ohio) State University's School of Library and Information Science.
- **Karen Danczak Lyons** became director of Evanston (Ill.) Public Library April 16.
- **Debra Mitts-Smith** is now assistant professor at Dominican University's Graduate School of Library and Information Science in River Forest, Illinois.
- August 27 **Marilyn Moody** begins as university librarian at Portland (Ore.) State University.
- In September, **William Noel** will become director of the Special Collections Center at the University of Pennsylvania Libraries and founding director of the Schoenberg Institute for Manuscript Studies.
- **Gene Oliver** recently became vice president of OCLC Global Systems and Information Technology in Dublin, Ohio.
- In July **Eva Poole** began serving as chief of staff at the District of Columbia Public Library.
- July 1 **Bonnie Postlethwaite** became dean of university libraries at University of Missouri at Kansas City.
- **Caroline (Cal) Shepard** is now North Carolina state librarian.
- **Elayne Silversmith** has become branch librarian at the National Museum of the American Indian in Washington, D.C.
- **Kathryn Suárez** is publisher of the professional development publishing program for librarians and information professions at ABC-CLIO in

CITED

- **Christie Pearson Brandau**, retired Kansas state librarian and adjunct professor at Emporia State University's School of Library and Information Management, has been nominated by President Barack Obama as member of the National Museum and Library Services Board.
- **Robin Levin**, school librarian at Fort Washakie School, is one of 10 Wyoming teachers to receive the 2012 Arch Coal Teacher Achievement Award and the first school librarian to receive the honor. Each recipient receives a personal, unrestricted cash award of \$3,500.
- **Loretta Parham**, CEO and director of Atlanta University Center's Woodruff Library, and **Jennifer Younger**, executive director of the Catholic Research Resources Alliance and Edward H. Arnold director emeritus of Hesburgh Libraries at the University of Notre Dame in Indiana, have been elected to serve on the OCLC board of trustees.
- **Wayne A. Wiegand**, F. Williams Summers professor emeritus of library and information studies at Florida State University in Tallahassee, received a short-term fellowship from Emory University's Manuscripts, Archives, and Rare Book Library in Atlanta to analyze manuscript materials relevant to *This Hallowed Place: The Desegregation of Public Libraries in the American South, 1954-1968*, a book he is coauthoring with Shirley A. Wiegand.

Santa Barbara, California.

■ **Mark Sweeney** became director of preservation at the Library of Congress in Washington, D.C., April 2.

■ **John Szabo** was named Los Angeles, California, city librarian June 14.

■ May 1 **Donna Walker** became director of library programs and services at Jefferson County (Colo.) Public Library.

At ALA

■ **Liz Catalano** is now senior registration coordinator, Member and Customer Service.

■ **Alison Elms** began as associate editor, ALA Publishing April 9.

■ **Miguel Figueroa**, director Office for Diversity/Office for Literacy and Outreach Services, left June 8.

■ **Sara Fuchs** came digital content coordinator at the Office for Research and Statistics.

■ **Rebecca Hayes** is editorial assistant, *Booklist*.

■ **Leonard Kniffel**, publisher of the atyourlibrary website, left May 31.

■ **Greg Landgraf**, associate editor, *American Libraries*, left May 25.

■ **Eileen Mahoney**, manager, purchasing, operations, and support, retired after 52 years of service on April 27.



Tomas A. Lipinski



Debra Mitts-Smith



Gene Oliver



Donna Walker

OBITUARIES

■ **Charlotte Decker**, 62, retired from the children's department at Public Library of Cincinnati (Ohio) and Hamilton County, died May 23 from metastatic breast cancer. She had also worked at Covington (Ky.) Latin School.

■ **Thomas F. Moroney Jr.**, 99, founder of the Thomas F. Moroney Company, died March 19. His company built its first bookmobile in 1948, and the vehicles became internationally renowned.

■ **Joseph A. Rosenthal**, 81, retired university librarian at the University of California at Berkeley, died April 7. He was a member of the boards of the Center for Research Libraries, the Public Affairs Information Service, the Association of Research Libraries, and the Research Libraries Group. An ALA Council member, Rosenthal was also president of the Information Science and Automation Division (now the Library and Information Technology Association).

■ **Russell M. Smith**, 93, who retired in 1980 as an archivist at the Library of Congress, died April 21. He saw to it that the presidential papers collection—an archive of documents related to the presidency from George Washington to Calvin Coolidge that were stored in shoe boxes—were cataloged,

indexed, and microfilmed for scholarly access.

■ **Nan Stormont Vaaler**, 87, who retired in 1990 as director of Napa City County (Calif.) Library, died March 13. She served as chair of the North Bay Cooperative Library System several times and was president of the California Library Association's California Society of Librarians.

■ **Sarah K. Vann**, 96, professor emerita of the University of Hawaii's Library and Information Science Program in Honolulu, died May 25. She taught at Columbia University's Carnegie Library School and at the University of Texas at Austin. Vann helped to establish library schools at the State University of New York in Buffalo as well as in Indonesia, Pakistan, and the Philippines. She wrote extensively about Melvil Dewey and Charles Williamson's impact on library and education service.

■ **Charles M. Willett**, 80, who established Crises Press in 1991 and was founding editor and publisher of *Counterpoise*, an alternative-media quarterly that published from 1997 to 2010, died February 5. He was librarian of acquisitions and collection management at Harvard College Library; State University of New York, Buffalo, and the University of Florida in Gainesville.

■ **Linda Mays**, program officer, Association for Library Services to Children, left April 11.

■ **Jill Pohren** is now marketing coordinator for the four imprints of ALA Publishing.

■ **Denorse Prince**, senior administrative assistant, Washington Office, left April 13.

■ **Erin Shackelford**, administration assistant II

for the Association of College and Research Libraries, left April 27.

■ **Kimberly Thornton** has become senior production editor, ALA Editions.

■ **Delores Yates**, secretariat, ALA Governance, left May 8. ■

Send notices and color photographs for *Currents* to Katie Bane, kbane@ala.org.

A Tale of Two Students

Why acceptable use policies make such a difference

by Michelle Luhtala and Deb Svec

Meet Michael. In June, he graduated from a high school where he was encouraged to use his own technology for teaching and learning, and to connect to the district's Wi-Fi network, where he shared almost complete open internet access on school- and personal-learning devices while on campus. The district's guidelines for appropriate conduct are delineated in the student code of conduct. The underlying principle that guides policy development in his district is one of trust.

Throughout high school, Michael was encouraged to collaborate with his peers using communication tools that best served their needs. Teachers and external instructional partners were frequently included in these communications. While some school-time communications were social, most were curriculum-related. Michael was always mindful when posting to his profile accounts that there were "adults in the room."

Through curricular projects, Michael learned how to use social media to increase his productivity and learning. Specific projects embedded instruction about mobile group collaboration, blogs, microblog hashtags, photo and video uploads, and aggregating posts into an online publication. In college, Michael will continue to grow his social bookmarking account by constructing his own archive of learning resources—a reflection of where his formal and personal learning meet.

He is fully aware of his digital persona, and while he hasn't consciously molded it to impress a college admissions officer or prospective employer, it has. His public school education has prepared him to be a productive learner in the 21st century.

Now, meet Jessica, an 11th-grader in one of the 12 largest US school districts. Administrators ban all personal devices and a firewall blocks many sites that

would be appropriate for secondary students because the district maintains the same settings for all K–12 learners. While the physical infrastructure of Jessica's campus is impressive, its wireless capabilities are limited. If the district were to reverse its no-device policy or pilot a one-computer-per-student initiative, the existing network would collapse.

Jessica's educational experience has not afforded her authentic opportunities to communicate online with the real world, putting her at a disadvantage when she starts the college admissions process—a problem Jessica is acutely aware of. Throughout high school, she has actively sought opportunities to work online with outside organizations, but most of these exchanges rely on free tools like Skype, Google+, Facebook, and Twitter, which are strictly prohibited on campus. Thus Jessica

has not been able to participate.

Jessica's K–12 educational experience will fail to show her how the tools that are ubiquitous in the real world—personal devices and interactive media—can make her a more independent learner. In her 12-year

Access to learning is an issue of



intellectual freedom, and many schools are denying students that access.

academic career, Jessica will be offered precious few lessons in digital citizenship and ethical use. Any 21st-century skills she develops will be in spite of her K–12 education.

What can we learn from Michael's and Jessica's stories? Access to learning is an intellectual freedom issue, and many schools are denying students access to critical modern-day learning tools. It is imperative that K–12 programs integrate real-world technologies to embed digital citizenship throughout the curriculum. Those that fail to do so contribute to an ever-deepening digital divide.

October 3 is Banned Websites Awareness Day, dedicated to showing how internet access is an intellectual freedom issue. Resources to help start conversations about district policy revisions are at the website of ALA's American Association of School Librarians: ala.org/aasl/aaslissues/bwad/bwad. ■

MICHELLE LUHTALA is school librarian at New Canaan (Conn.) High School. DEB SVEC is media specialist at Palm Beach Gardens (Fla.) High School.

Essential Bookmarks

An indispensable guide to e-content websites and resources for librarians

by David Lee King and Michael Porter

It's no surprise: As a profession, we are facing a rapidly developing issue of growing significance, and that issue is e-content.

As its consumption grows and devices become more ubiquitous, many in our profession believe the scale of the problem puts at stake the very future of our institutions unless we find more equitable ways for our patrons to access e-content through libraries.

A lot of this material is simply unavailable for us to access and circulate, and what is available often comes in prohibitively expensive packages. Issues related to terms, cost, and availability have often been decided for us, with minimal opportunities for input.

Our library users want and deserve the e-content they need, when they need it, and on the device on which they want it. But how can libraries possibly provide this in competitive ways?

We've compiled a list of resources you can use to ensure you are informed about ebooks, e-content, libraries, publishers, and other critical areas. Given the name of this column, some information comes from outside of libraries, others from within.

Sites and sources

AL E-Content blog General news, updates, opinion pieces, and updates on e-content and ALA activities around libraries. americanlibrariesmagazine.org/e-content

AL Direct American Libraries' free weekly e-newsletter has a section dedicated to e-content news, aggregated from a variety of blogs and news sites both inside and outside the library world. americanlibrariesmagazine.org/aldirect

Library Renewal blog Regular weekly and biweekly summaries of the most significant ebook and e-content issues related to libraries. Also contains periodic editorials. libraryrenewal.org/blog

TeleRead A longtime leader in reporting about ebooks and e-content—from inside and outside libraryland. teleread.com

Publishers Weekly Digital Because publishers own rights to so much of the content our library patrons want and need, it makes good sense to keep up with this site. Learn the public stance of publishers on e-content issues while keeping up with developments from the publishers' perspective. publishersweekly.com/digital

PaidContent An industry site that deals with "the economics of digital content." Here e-content issues revolve, in large part, around money and the site helps us learn that side of the market. paidcontent.org

Publishers Lunch The publishing industry's "daily essential read." lunch.publishersmarketplace.com

The Digital Shift Library Journal's blog on ebook and e-content issues. thedigitalshift.com

No Shelf Required Sue Polanka (editor of the excellent *No Shelf Required* and *No Shelf Required II*) keeps you up to date on ebook and e-content issues. A

Library users deserve the e-content



they need, when they need it, and on the device on which they want it. To provide that, we must stay informed now.

place to find useful info and perspectives. libraries.wright.edu/noshelfrequired

infodocket Chock-full of hot news items related to ebooks,

e-content, and related issues. Includes links to everything from data to press releases to editorial pieces of note. infodocket.com

eBookAnoid A variety of info about ebooks and e-readers. ebookanoid.com

If you use an RSS reader, the task of keeping up with this list will be much easier to manage. Google Alerts, Twitter, and Facebook can also help.

But regardless of how you follow e-content news, we encourage everyone to make it a new priority and set aside time to do so. The moment to be informed and take action is now. ■

DAVID LEE KING is digital branch and services manager for Topeka and Shawnee County (Kans.) Public Library. MICHAEL PORTER is currently leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.

Librarian's Library

Practical Matters: Prepare, Protect, and Market Your Library

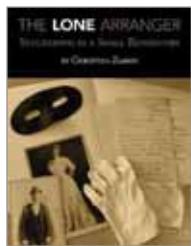
by Karen Muller

Most libraries in the US are small. For public libraries, this means that the population served is under 25,000 people. Similarly, two-thirds of academic libraries serve institutions with fewer than 3,000 students. When it comes to school libraries and many special libraries, staff numbers are typically small as well.

What this means, practically speaking, is that many librarians work without colleagues at hand to help answer those pesky questions about the mundane work we didn't learn how to do in library school. (Marketing your library, anyone?) This roundup includes recent titles that may serve as guides to a few of these areas.

Archives

In small towns, the library may also house the archives or have a substantial local history and genealogical collection. In writing *The Lone*



Arranger: Succeeding in a Small Repository,

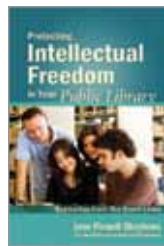
Christina Zamon has created a basic guide to managing archives on a one-person basis or on a part-time schedule. With clear explanations, case studies, and several references to additional resources, Zamon walks the reader through issues related to administration and collections—including

handling gifts, processing materials, managing security, dealing with public relations, putting together exhibits, and raising money.

INDEXED. SOCIETY OF AMERICAN ARCHIVISTS. 157 P. \$69.95. 1-931666-41-5

Intellectual Freedom

The lessons on intellectual freedom may feel like distant ideals—until an issue arises at your library. With *Protecting Intellectual Freedom in Your Public Library: Scenarios from the Front Lines*, author June Pinnell-Stephens and ALA's Office for Intellectual Freedom have completed the set of three practical guides to the Library Bill of Rights and its interpretations, as well as ALA's Code of Ethics. For school libraries, check out *Protecting*



Intellectual Freedom in Your School

Library: Scenarios from the Front Lines

by Pat Scales, and

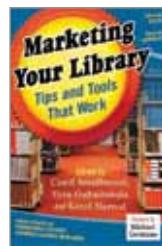
for academic libraries, *Protecting*

Intellectual Freedom in Your Academic Library: Scenarios from the Front Lines by Barbara M. Jones. Like the others in the set, Pinnell-Stephens's guide contains case studies, sample forms, references for additional reading, and advice on some thorny issues facing public libraries: challenges to what's in a collection, access to resources, privacy, and confidentiality. She also addresses "not books" issues, such as concerns over meeting rooms and bulletin boards.

INDEXED. ALA EDITIONS. 160 P. \$50. 978-0-8389-3583-5

Marketing

Marketing your library is a constant necessity: Your community needs to be aware of special programs and



services, and positive awareness of the value of your library is critical when the time comes to seek support for a new initiative. *Marketing Your Library: Tips*

and Tools That Work is a collection of essays from librarians working in all types of libraries. The mini case studies—compiled by Carol Smallwood, Vera Gubnitskaia, and Kerol Harrod—provide ideas for using social media, developing your brand, building community partnerships, doing better advocacy, and using programming to raise your library's profile (and get higher attendance). Like the tips in the Great Library Promotion Ideas series of the late 1980s, published by the John Cotton Dana Library Public Relations Award Committee, these are ideas any library—big or small—can use. INDEXED. MCFARLAND. 231 P. \$55. 978-0-7864-6543-9 (ALSO AVAILABLE AS AN EBOOK.)

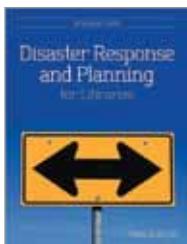
Disaster Readiness

I grew up in a village that was established 300 years ago. While there had been flooding in the past, the damage was minimal and mostly enriched the flood plain for truck farms in the area. But the aftermath of Hurricane Irene this past fall was different: Among other blows, the village library lost its entire chil-



Disaster readiness may not seem important now, but preparing for the worst could prove useful.

dren's collection. The moral of the story: You may think it won't happen to you, but it could. The third edi-

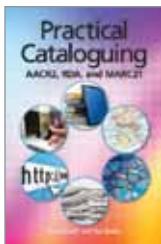


tion of Miriam B. Kahn's *Disaster Response and Planning for Libraries* could be the strategy map you need to pre-

pare for the worst—be it tornado, flood, or fire. Kahn provides the how-tos of preparing an effective plan and executing it well during an emergency. INDEXED. ALA EDITIONS. 176 P. \$60. 978-0-8389-1151-8 (ALSO AVAILABLE AS AN EBOOK.)

Cataloging

Without cataloging, materials in a library would be nearly impossible to find. Even though catalog records are readily available, understanding how they are put together to unlock the rich metadata built into a catalog record remains a useful skill. British



instructors of cataloging Anne Welsh and Sue Batley have written *Practical Cataloguing: AACR2, RDA, and MARC21* as a problem-solving guide to the most

common cataloging problems found in libraries. It will not be the last book to present the new RDA principles, but because it references AACR2, it serves as a bridge from the standard we have used for a generation to the new standard that could be used for generations to come. INDEXED. NEAL-SCHUMAN. 224 P. \$75. 978-1-55570-743-9

KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

ROUSING READS

AN HOMAGE TO FILM NOIR

We all know about life imitating art, but what about novels imitating film—film noir in particular? Patrick Conrad's *No Sale* (the words written in lipstick on a mirror by Gloria Wandrous, the Elizabeth Taylor character in *Butterfield 8*) is only the latest in a short list of noir fiction that draws on film noir. I'm not talking here about novels that simply use the themes and techniques of film noir to tell a story, but rather about novels that refer directly to famous films and their actors. It makes a peculiar kind of fictional sense that characters obsessed with film noir would find the worlds of the films they adore superimposed upon their personal lives. Make sure your subscription to Netflix is up to date before sampling any of the titles listed below.

Gone to Ground, by John Harvey. 2008. Harcourt/Otto Penzler, \$25 (978-0-15-101363-0).

This standalone novel from the author of the Charlie Resnick series begins with the murder of a film historian. Was the killing a crime of passion, or did the scholar's current project—a biography of fictional 1950s actress Stella Leonard, whose death mirrored the demise of the character she played in a celebrated film noir—somehow move the killer to action? Harvey juxtaposes flashbacks to the actress's life, with snippets from the script of her classic film, producing that sense of inevitability that is at the heart of all film noir.

No Sale, by Patrick Conrad. 2012. Bitter Lemon, \$14.95 (978-1-904738-97-8).

Antwerp film professor Victor Cox is losing his grip on reality. His wife was murdered in circumstances that evoke the real-life death of an obscure noir actress, and a series of other murders in the city parallel more moments in film history. Cox is the natural suspect but he appears to have alibis. Or does he? Even the professor begins to believe he may be the killer: After all, it would make a great film noir.

Suspects, by David Thomson. 1985. No Exit, \$13.95 (978-1-84243-194-8).

Thomson's unconventional narrative consists of biographies of 85 characters from crime films such as *Chinatown*, *Laura*, and *Psycho*—all tied together by the gradual self-revelations and reflections of their author, one George Bailey (from *It's a Wonderful Life*). He, it develops, married Laura Hunt's sister and sired, among others, Travis Bickle of *Taxi Driver*. Thomson has taken the seamy, violent ambience of film noir and fashioned it into an internally consistent American microcosm that should delight movie fans and mystery buffs alike.

What You See in the Dark, by Manuel Muñoz. 2011. Algonquin, \$23.95 (978-1-56512-533-9).

Muñoz hits upon a killer premise: the making of *Psycho* set against the murder of a young Latina singer in Bakersfield. The two stories come together in the beginning, when the actress and the director (Janet Leigh and Alfred Hitchcock aren't named) visit Bakersfield, scouting locations for the external shots of the Bates Motel. With that thin filament connecting the plots, Muñoz expertly jumps from the making of the Hitchcock film—including, of course, the shower scene—to the sad story of the small-town murder and the lives of the locals who were affected by the crime.



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Solutions and Services

tutor.com/libraries/products/virtual-reference **V**

In June, Tutor.com announced the launch of Ask a Librarian Online Reference Center—a cost-effective way to add reference librarians to your staff. The virtual reference service also helps bring a higher return on a library's investment in its website, online catalogs, and resources. Tutor's virtual reference connects students, teachers, business people, and researchers to a librarian through a library computer or from home for research and reference challenges. The librarian uses virtual chat and an interactive online environment to share information and resources from your databases.



www.baker-taylor.com/axis360 **>>>**

Baker & Taylor has introduced a new release of its Axis 360 digital media platform that allows visually impaired ebook users to have full access and use of their library's digital collections. Baker & Taylor worked closely with the National Federation of the Blind on the development of the service, which makes Axis 360 fully compatible with the leading assistive screen-reader technologies that people who are blind use to interact with computers and the World Wide Web. These include: JAWS (Job Access with Speech), Window-Eyes, NVDA (nonvisual desktop access), and System Access to Go.



w3.efi.com/products/self-serve/m500 **A**

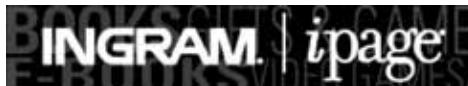
At the ALA Annual Conference in Anaheim this June, EFI introduced its latest product—M500 station. The EFI M500 station allows for copying and enables printing in a number of ways, including: print from USB drive, print from mobile devices, and print from cloud accounts. It also provides the ability to pay with cash, credit card, or campus card. Users can preview their files before printing to reduce waste and can choose from a range of finishing options depending on the printer.



To have a new product considered for this section, contact Katie Bane at kbane@ala.org.

mark-my-time.com

Mark-my-time has introduced the digital e-reader light, an innovative product designed to help students track required reading time on any e-reader device. It features a countdown timer with alarm and auto light shut-off to alert readers when their time is up. For those tracking time over multiple sessions, a cumulative reader timer stores time up to 100 hours. A back-lit display makes the product ideal for bedtime reading. The digital e-reader light will be available in late summer 2012.



ingramcontent.com

Ingram has added Lerner Interactive Books to ipage. Public libraries will now have access to more than 200 interactive children's books from Lerner Digital through Ingram. By ordering through ipage, libraries are allowed to select and purchase content on a title-by-title basis. Lerner Interactive Books give emerging and struggling readers a digital companion for reading that allows them to interact with a book as well as see and hear it read to them while they actively read along.

CASE STUDY

RENOVATIONS FOR A GREENER FACILITY

UCLA recently completed restorations and renovations of its Charles E. Young Research Library, and part of the effort focused on making it a greener facility. The research library's collections, services, and facilities primarily support the needs of faculty and graduate students. The renovations focused on the first floor and lower level of this classic mid-century modern building designed by A. Quincy Jones and Frederick E. Emmons.

Perkins+Will provided predesign, programming, and design services, with the renovations adhering to green building principles established by the Leadership in Energy and Environmental Design (LEED) national rating system. In keeping with the University of California Policy on Sustainable Practices, all new buildings and major retrofits were required to outperform by 20% the energy efficiency standards in Title 24 of

the California Code of Regulations. The renovations included encouraging alternative transportation by providing carpool parking and close proximity to campus shuttles and public transportation; indoor water use

53% below EPA standards; lighting power usage 36% below Title 24 standards; enhanced commissioning to ensure that energy efficient systems were installed and performing as intended; and an indoor air quality plan developed according to Sheet Metal and Air Conditioning Contractors' National Association guidelines to sustain long-term user and staff well-being.

Since the new renovations, more than twice the number of people visited the library in the fall quarter of 2011 than in the previous year. The building recently achieved the status of LEED Gold (Commercial Interiors 2.0) after the US Green Building Council completed its review of the library's documentation.

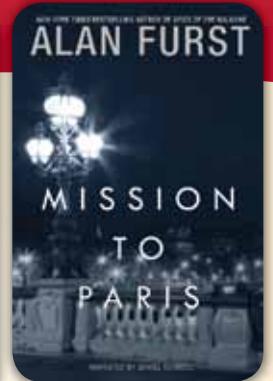
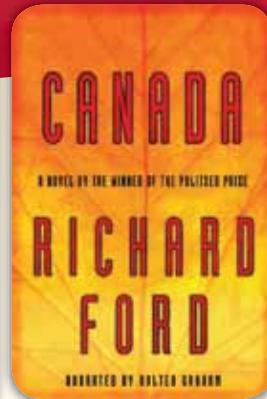
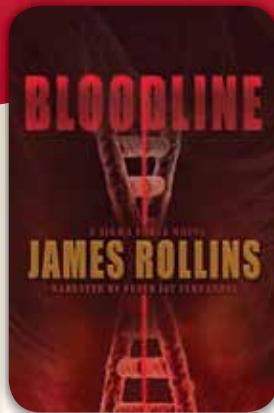
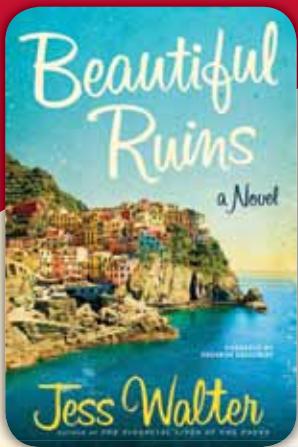


UCLA's Charles E. Young Research Library underwent renovations that adhere to green building principles.

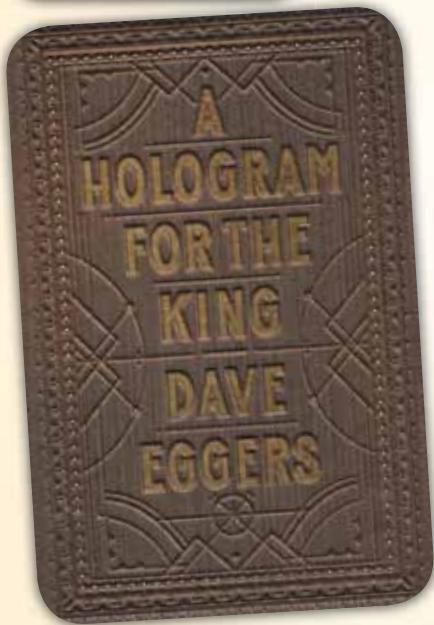
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M UNIVERSITY OF MICHIGAN

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The University of Michigan seeks nominations and invites applications for the position of Director, Bentley Historical Library, an internationally renowned collection of archives related to the history of the State of Michigan and the University of Michigan.

THE BENTLEY HISTORICAL LIBRARY: The library was established in 1935 by the University of Michigan to serve as the official archives of the University and to document the history of the state of Michigan and the activities of its people, organizations and voluntary associations. The director is responsible for the continued development of the library's rich collections and applying innovative approaches to teaching, research, and scholarly communication enabled by new information technologies. S/he oversees all aspects of the Bentley's support of the University's instruction, research and service missions. The director reports to the Office of the Provost and Executive Vice President for Academic Affairs and works closely with an Executive Committee appointed by the Board of Regents.

THE CANDIDATE: The successful candidate will be an intellectual leader with a strong background in a discipline relevant to the Bentley collections, such as American history or archives. S/he will have: 1) a deep understanding of how to facilitate the work of scholars, faculty and students in their use of historical research materials; 2) a record of progressively responsible institutional and financial management and the capacity to lead and support a professional staff of diverse backgrounds; 3) an appreciation of the fundamental role of archives in the work of the University and the ability to work with constituencies within the University and among a wide variety of external constituencies; 4) the interest and ability to provide leadership in digital archiving, access, and publication.

Nominations and applications will be reviewed beginning August 1, 2012, and will be accepted until the position is filled. Individuals from underrepresented groups are encouraged to apply. All inquiries, nominations, and applications will be treated in a confidential manner. Materials and inquiries should be submitted electronically to:

Vice Provost Janet A. Weiss
Chair, Bentley Library Search Advisory Committee
University of Michigan
Email: bentley.director.search@umich.edu

More can be learned about the mission and resources of the Bentley Historical Library at <http://bentley.umich.edu/>.

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Your Mileage May Vary

A clunker of a job to one person is a thrill ride to another

by Will Manley

It's a question every used car buyer has to answer: "Is it the years or the miles?" Am I better off buying that vintage Pontiac Lemans with the really cool styling or that stodgy-looking two-year-old Honda?

Looks can be deceiving. The vintage Pontiac was driven by a little old lady from Pasadena who used it once a week to pick up her friend Bertha on the way to Sunday services. The stodgy-looking two-year-old Honda, on the other hand, was owned by a guy who commuted 60 miles to work (each way) for the two years he had the car.

I bring this up because a new phrase is being thrown around these days in our profession: "library fatigue." It's a new term for an old set of symptoms that we used to call burnout. It is characterized by the following feelings:

- Everyone who works here is a moron but me.
- Library patrons are getting increasingly more stupid.
- I'm sick of being told there is

no money for a salary increase.

- I'm sick of reading articles by young technogeek librarians who say the library as we know it is obsolete.

So why did they get their MLS?

- I'm sick of young whipper-snappers just out of library school calling me a dinosaur or a Luddite.

- I'm sick of my director going out of town to every program or conference; he always returns with a shopping bag full of new ideas and then "empowers" us to implement them even though we have no money because he spent it all out of town.

- I'm sick of the library paying big bucks to a high-powered consultant to tell us which branches to close because we have no money.

- I'm sick of stereotypical librarians complaining about the librarian stereotype.

- I'm sick of unemployed LIS grads griping that they were hoodwinked by their library schools or

ALA. Can't wannabe librarians do their own research?

- I'm sick of everything going wrong in the library profession. Why isn't ALA doing anything about it?

Let's say the person suffering



Library fatigue is a new term for an old set of symptoms: burnout.

these pangs of library fatigue is 55 and has been a librarian for 35 years. Now let's say a 55-year-old person who got into the library profession five years ago as a "second chance" career still has the fires of library passion within her soul. She feels these things:

- I love adapting to new technology and introducing it to people who do not own a computer.

- I love children and I love dealing with their parents to develop lifelong library users.

- I love using all my creativity to create wonderful services with limited resources.

- I love rotating around to all the service areas in my library. It's fun to experience the joys of working with a wide diversity of patrons.

- I love taking on the challenge of finding win-win solutions for problems at the circulation desk.

- I love dealing with homeless people and turning their lives around.

- I love showing Tea Party people how productive their library tax dollars are.

The first 55-year-old librarian needs to retire—now! The second one needs to keep working. It's not the years that matter; it's the mileage. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. He blogs at *Will Unwound*.



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