

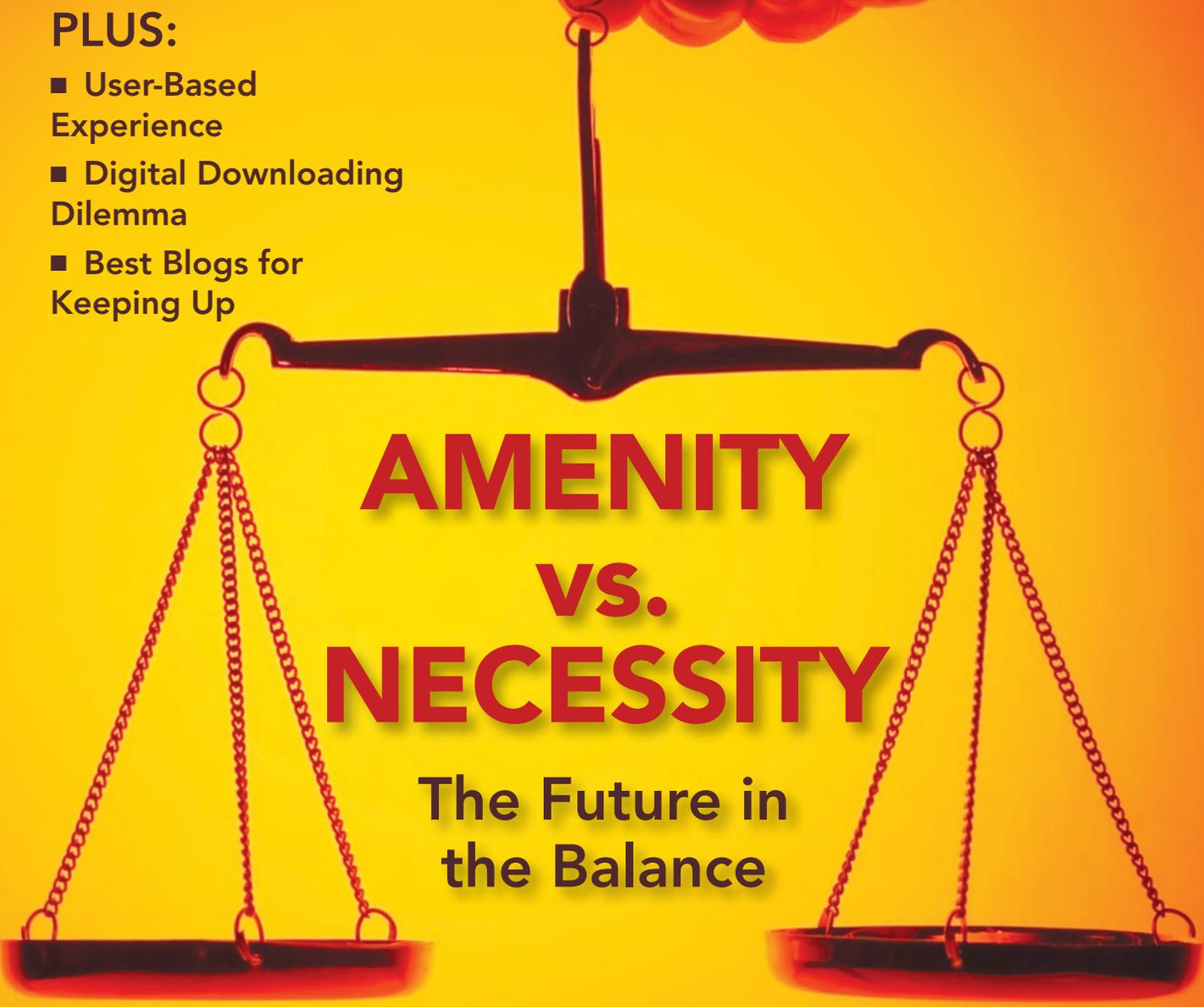
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AUGUST/SEPTEMBER 2009

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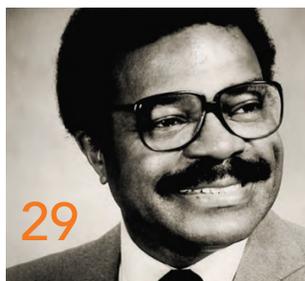
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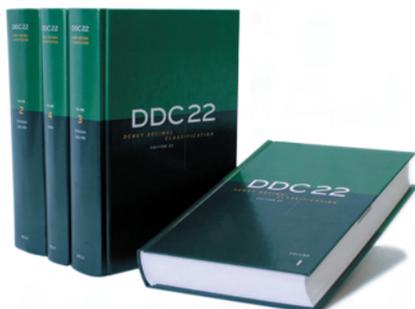
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Austerity and Opportunity

by Leonard Kniffel

The great irony of this year's ALA Annual Conference in Chicago is that while attendees from across the country were collectively commiserating about the sad state of library budgets, they were simultaneously breaking attendance records. But soaring conference attendance numbers, like skyrocketing library usage stats, do not automatically translate into celestial revenue numbers (see report, p. 70).

Revenue was also a concern of the *American Libraries* Advisory Committee, which met during the conference to discuss this magazine's ever-changing role as a communications vehicle, a membership perk, and a revenue generator. The message I took away from the meeting is that the development of valuable professional reading for the magazine should take top priority over the delivery mechanism, print or electronic.

I explained to the committee that our decision to combine the August

Content doesn't start or stop with print; it's part of a dialogue that should move between print and online.

and September issues this year was a one-time response to the financial crunch and staff reductions ALA recently experienced, but that led to a discussion of what and how much content *AL* needs to continue to deliver in print through the U.S. Postal Service.

Since I became *AL* editor in 1996, technology has enabled us to bring production in-house; we developed a website, created an online news feed, started the weekly *AL Direct* e-newsletter, and began producing videos, digital supplements, and blogs. But the current fiscal climate presents us with an opportunity, if you will, to assess the ability of these products to deliver

content effectively as well as generate advertising revenue.

Changes in publishing over the past several years have been constant and will no doubt continue. The most visible change we've made in print is to make every article shorter. But that no longer seems like the best idea for the future.

More and more, I'm hearing that readers want more depth and breadth from print reading—longer features, more trends and analysis, and less pure “news,” most of which is old by the time it hits print. An emphasis on depth also means that we need a more vibrant website to back up *AL Direct* and the Inside Scoop blog, where real news can best be delivered.

The central question remains: What kind of content is best delivered in print, and how frequently? Content doesn't start or stop with print; it's part of a dialogue that should move between print and online.

Meanwhile, this double issue contains all the feature articles originally scheduled for the two separate issues. In the cover story, longtime leader Joey Rodger helps us position our libraries as necessities (p. 46) not amenities, while Steven Bell makes the case for focusing on the user experience (p. 50). Additional features examine the impact of digital downloading on music collections (D. J. Hoek, p. 54) and recommend the best blogs for staying professionally informed (from ALA's own Mary Ellen Quinn, p. 59). Let us know what you think, at al.ala.org/inside-scoop. ■

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JAMES L. HARNER FIFTH EDITION

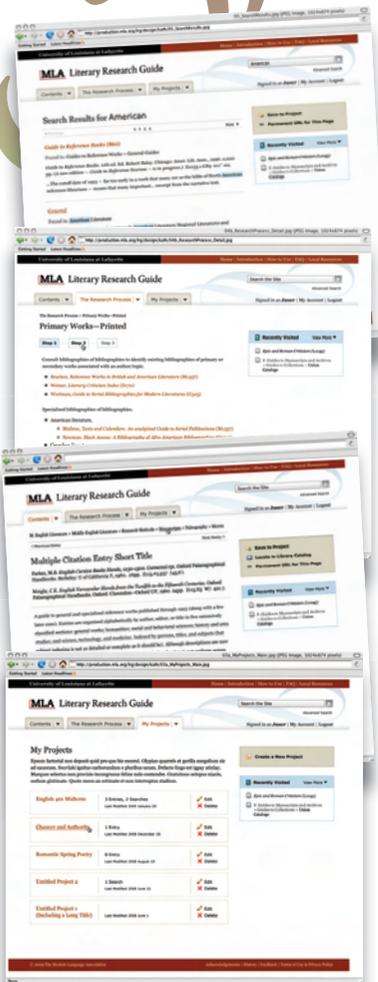
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The online format features automatic linking to reference sources in your library's catalog, as well as a personalization tool that allows users to save searches and citations for later use. The electronic *Literary Research Guide* will be updated regularly. Libraries pay an initial fee to establish access to the electronic format of the fifth edition and an annual update fee to maintain access.



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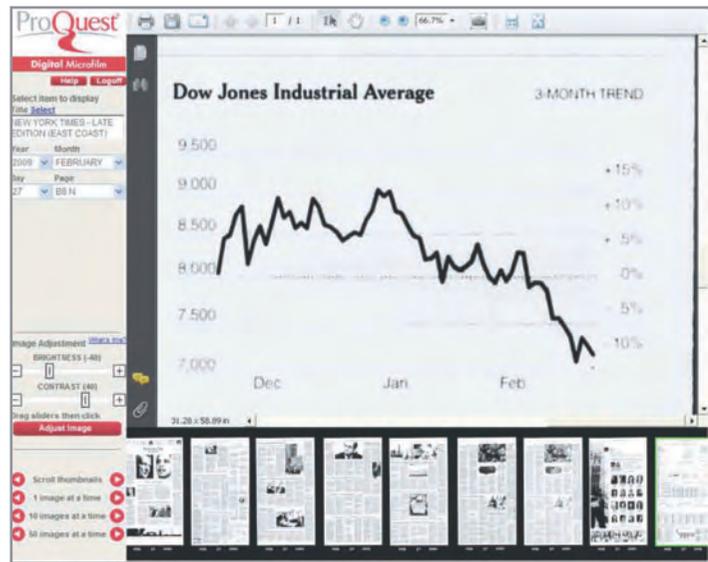
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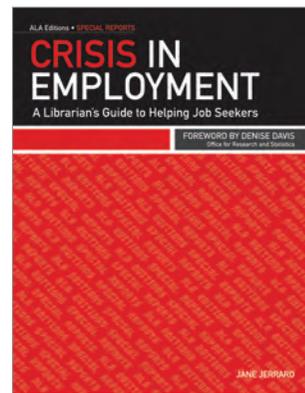


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Advocacy: Part I

Route 66: From Chicago to L.A.

by Camila Alire

As your 2009–2010 ALA president, I invite all ALA members to join me on a journey along a symbolic Route 66.

The real Route 66 passed through many states, including New Mexico, where my family is from. Since my recent inauguration occurred during Annual Conference in Chicago, our journey takes us from Chicago to L.A.—Library Advocacy.

I am ecstatic about the opportunity to work with you as ALA's president and I look forward to a rewarding year leading the world's largest and oldest library association. I also want to acknowledge ALA Immediate Past President Jim Rettig for his leadership.

Defining advocacy

There are various levels of library advocacy; the type of library shouldn't matter. We commonly practice a type of advocacy—legislative advocacy—that involves elected officials and other decision-makers whether they are local, state, or national. This legislative advocacy is usually done by library administrators; trustees; Friends; state association legislative committees; and grassroots advocates, such as the Spokane Moms, the three determined women who spearheaded the first-ever state-level support for school libraries in Washington.

The symbolic journey I am asking you to take with me will focus on a different type of advocacy that will complement all of ALA's other advocacy efforts. I am calling this front-

line, member-driven advocacy. Our goal is to engage librarians and other library staff in advocating from the frontline of our libraries.

Implicit in advocacy is pleading the cause for something—sometimes it is legislation; sometimes it is a specific action. The type of advocacy I envision for the frontline folks is very simple.

We probably have 50,000 ALA members who work somewhere on the frontline. My goal is to develop the tools and the training to prepare them to articulate the value of their specific libraries and their value as library workers to their respective users, patrons, and communities. Just imagine the effect we would have in getting our message out.

Marketing theory says that for every one person receiving a message, that person will tell seven other people. The sharing of that message grows exponentially. My vision for our journey is as simple as that—every voice makes a difference.

Preparing for the journey

This journey will not be that simple. Many librarians and other library staff working on the frontline associate the term “library advocacy” with library administrators and legislation. They don't see advocacy as part of their jobs. Quite frankly, most other people don't see it as part of their jobs either.



Our goal is to engage librarians and other library staff in advocating from the frontlines of our libraries.

Think about how powerful we could be if we prepared many more of the people who are working on the frontlines of our libraries to advocate—people who have direct access to our users as well as their

friends, relatives, and neighbors. Think about how powerful it would be if we pre-

pared them to tell folks why their libraries are valuable to their communities.

It doesn't matter if their service communities are cities, counties, colleges, universities, school districts, government agencies, or corporations. That is what frontline advocacy is all about—empowering our staffs and preparing them to advocate at their level of comfort. If we really believe that our libraries play a vital role in our communities, then we should all be prepared to articulate that value. This is more important than ever before because the major economic downturn is affecting all multitype, publicly supported libraries. Every voice makes a difference!

I need your support for this initiative not only this year but in the years to follow. Please check my website, camilaalire.com, as resources become available to help you with frontline advocacy. ■

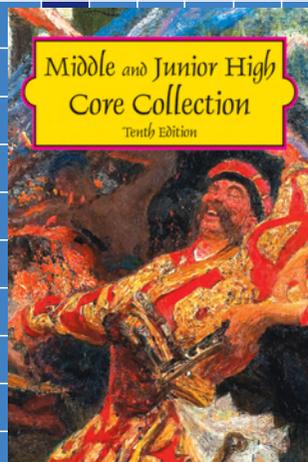
ALA President CAMILA ALIRE is dean emerita at the University of New Mexico in Albuquerque and Colorado State University in Fort Collins. Visit camilaalire.com.

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Letters and Comments

Remembering a Legend

Editor's Note: Elonnie Junius (E. J.) Josey, ALA's second African-American president, died July 3 at the age of 85 (see p. 29).

The profession has lost a friend, mentor, and leader of great proportion. I am grieving. E. J. always encouraged me in what Reforma was doing.

John Ayala
Fullerton, California

We all feel the void left by E. J.'s passing. Thanks to him, we are where we are. He will live on in our hearts and because of him, we are better librarians. My deepest sympathies to E. J.'s family and friends.

Liana Hong Zhou
Indiana University, Bloomington

Those of you who had the honor of knowing E. J. and working with him will remember him for his steadfast support of justice and civil and human rights in our profession and in the world at large.

E. J., more than anyone else, was responsible for ending library segregation. I especially remember him for his struggle against apartheid in South Africa. I miss him already.

Al Kagan
University of Illinois
Urbana-Champaign

Kudos from School Librarians

I wanted to thank ALA for providing the New Jersey Association of School Librarians (NJASL) the opportunity to participate in a roundtable discussion

with U.S. Secretary of Education Arne Duncan and New Jersey Gov. Jon Corzine (see p.14).

The event at Fanwood (N.J.) Memorial Library gave NJASL the occasion to emphasize the importance of school libraries as well as the

problem with a lack of a mandate creating situations where schools are choosing to eliminate school librarians.

It was truly an open dialogue with Duncan and Corzine. School librarians were included as part of the community of libraries that are providing solutions to the current economic crisis and the issue of family literacy. There were several school librarians in attendance and we were afforded the opportunity to address how we are the ones who are teaching students the necessary skills to locate, evaluate, and synthesize information—all skills that are necessary for students to be prepared to function in the workplace of the 21st century.

It is not enough to just have a physical facility called a library. Without a school librarian to assist and instruct students, the room is just a warehouse enforcing the need for certified school librarians in all schools. It is not often that school librarians are given the opportunity to speak in such an informal venue to governmental officials.



E. J., more than anyone else, was responsible for ending library segregation.

We were able to give Duncan and Corzine posters of students using their school libraries as well as student comments about the importance of libraries. We were also able to have a conversation with Corzine about the problem with schools eliminating school librarians as part of their budget-cutting solution. This opportunity for private conversation with the governor is very rare.

Mary Moyer
Delsea Regional High School
Franklinville, New Jersey

A View from the Other Side

In questioning the architectural practicality of the 2009 Library Design Construction Showcase (June/July, p.10), I believe James Casey failed to pay close attention to the descriptions of the magnificent libraries featured in the article.

Much evidence exists to contradict Casey's claims that the libraries showcased are impractical "architectural statements" with no regard to function. The Medina Library was built with "environmentally sensitive features" such as "low-VOC carpet and paints, recycled upholstery, and low-e glass windows that reflect heat outside," Texas's Highland Park Library was renovated to maximize space efficiency, and the Tanimura and Antle Family Memorial Library was built with "high-performance glass that filters out infrared light and reduces unwanted heat, water-saving landscaping and bathroom fixtures, and

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recycled content in the carpet, tile, and building materials.”

The architects of these fabulous structures have designed exactly the type of library spaces Casey wishes to see built. These breathtakingly beautiful buildings show us that form can be functional as well as attractive.

Photos featuring spaces filled with patrons are a great idea but the first step is getting patrons into the library. When I see these gorgeous libraries my first thought is that I want to be a part of them; they scream “come inside.”

Lisa Block
Atlanta

King Awards Note 40th Year

In the early 1970s when the Coretta Scott King Awards began, I was a teacher in a small independent school for African-American youth. I remember the challenges I faced to provide youth in pre-K to lower elementary with books about the African-American experience. Today there are a plethora of such books, making those past challenges all but nil, thanks to awards such as the King awards.

The 40th anniversary of the Coretta Scott King Awards marks years of much-needed encouragement to writers and illustrators who dedicate their work to young people of African descent. Children need to see themselves and people who look like them in affirming, constructive social relationships. Young people also need to know that the way they live their lives is just as wondrous as the customs and habits of anyone else.

In fact, great African-American women and men have made significant contributions in every aspect of life here in the United States and, in some cases, the world. And, when it comes to the dilemmas of every-

day living, black people have the wherewithal, in our own unique way, to creatively examine life’s predicaments, determine what actions to take, and grow because of the process.

Books that have merited the King awards play this vital role in the lives of African-American youth. Congratulations to all those who have made and will continue to make the books that the King awards consistently recognizes as high-quality literature.

Tayari kwa Salaam
New Orleans

Second Degree Worries

Katelyn Angell’s On My Mind column, “Squeezing Out Specialists,” (May, p. 39) raised a number of good points about LIS education. However, she

may be overly worried about not having a second graduate degree.

Institutions that ask for second graduate degrees only get them about half the time. If an institution really demands one, it may not get a good pool of applicants. While it’s an asset to have one, it usually doesn’t seem to be necessary.

Librarianship is often not a person’s first career choice and not usually someone’s dream job. A lot of people hoped to do something else (often college teaching), which leads to the acquisition of a nonlibrary graduate degree; then, when that became unrealistic, they went to library school. I wonder if second degrees will become less common as the price of education goes up, especially if our economy remains depressed.

Angell is right: bachelor’s degrees in psychology and other fields deserve

respect. The main reason for an MLS seems to be that librarians will have some training in something besides library work. We are an inherently interdisciplinary field.

Ted Gemberling
UAB Lister Hill Library
Birmingham, Alabama

Missing Judith Krug

I appreciated the tribute in the May issue to library leader Judith Krug (p. 40–43). Unlike many library administrators, she always sought to do the right thing—regardless of the consequences.

My first memories of Judith Krug started with our joint tenure on ALA’s Professional Ethics Committee during my stint as librarian for the federal courts in Atlanta. I admired her ability—along with the late Donald Riggs—to be articulate on any topic. She was always forthright as well.

It is telling that she was the only ALA humanitarian/staff member to admit in a letter of “being mortified” that I was not allowed access to the Leroy Merritt Humanitarian Fund after the first of many job losses. Judith Krug will be deeply missed by us all.

David A. Fiste
Atlanta

Wanted: Image Consultants

Thank you to Will Manley for fessing up in his May Will’s World column, “Balancing the Books” (p. 64). With his usual wit and eloquence, Manley makes his point. Thousands of our colleagues prove every day that librarianship is still that noble profession. You don’t need to be assigned some loftier-sounding moniker to be regarded as a highly valued contributor to your organization. Your work is proof of the value of librarianship.

I, like so many librarians, earned a degree from a *library* school (University

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need to see
themselves and
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of Alabama School of Library and Information Studies). Am I supposed to seek to be known as something other than librarian so I can compete? I am an information manager, budget analyst, negotiator, curator, grant writer, web designer, and a magician. You all know that look on your patrons' faces when you produce the impossible-to-find article, genealogy record, government document, recording, or rare book. You smile and say, "Just doing my job." You are a librarian.

I can teach the members in the 900 offices of the nonprofit organization I work with how to set up RSS feeds, produce tutorials, collaborate with peers using the latest technologies, produce courses via web-based instruction, and dig for the latest and greatest scholarly work in their field. I learned these skills in library school.

I am still a librarian. Let's let our work build our image. After all, have you ever noticed the look of confusion people have when you announce that you are a knowledge manager?

Muriel K. Wells
National Children's Advocacy Center
Huntsville, Alabama

Will Manley's May commentary about librarianship expresses my sentiments almost exactly. The only thing I would add is that librarians also give away their skills to all takers.

It came as a shock to me as a young person when I discovered that most trades and professions consider their methods only available to a select few. Many years later I can give them the benefit of the doubt and suppose we are just looking at the information spectrum from opposite poles, since librarians seem to find relatively few

who want to pursue information with all the methodologies we can provide.

If knowledge-seekers truly mastered those methodologies in a given area, they would be well on their way to becoming recognized as specialists (the select few) in a given trade or profession. But even with this, we must say that libraries and librarians really do

empower people to maximize their potential through self-directed learning. We provide the arena where they can independently pursue their goals. Thank you to Manley for another great column.

James R. Johnson
Pittsburgh

Reading to the Dogs

After decades of reading the inspiring Public Perception column in *American Libraries*, I found something I disagree with: The idea that reading to dogs helps children "boost their reading comprehension" (May, p. 38).

The note mentions a newspaper article about a Michigan library that has a reading-to-dogs hour once a week for children. The children clearly like it, but there is only one tiny hint in the article that it is actually helping their reading: a father's comment that his daughter's reading ability has improved and that now she "takes her time and focuses more on the plot" when she reads.

This is suggestive, but it is overwhelmed by the huge amount of research that tells us that children improve their reading ability by reading books that are comprehensible and interesting. There is no scientific evidence that children improve by reading aloud to dogs (or to parrots; see the *Los Gatos (Calif.) Weekly Times*, Feb. 20) or even to people.

Of course there might be an indirect benefit: Reading-to-dogs evening might serve to get the children into the library, where they will find reading material that really will help them improve their reading ability.

Stephen Krashen
Los Angeles

Amalgamating for Advocacy

Congratulations are in order to ALA, its Association for Library Trustees and Advocates, and Friends of Libraries USA (FOLUSA) for the formation of the new ALA division—the Association for Library Trustees, Advocates, Friends, and Foundations (ALTAFF).

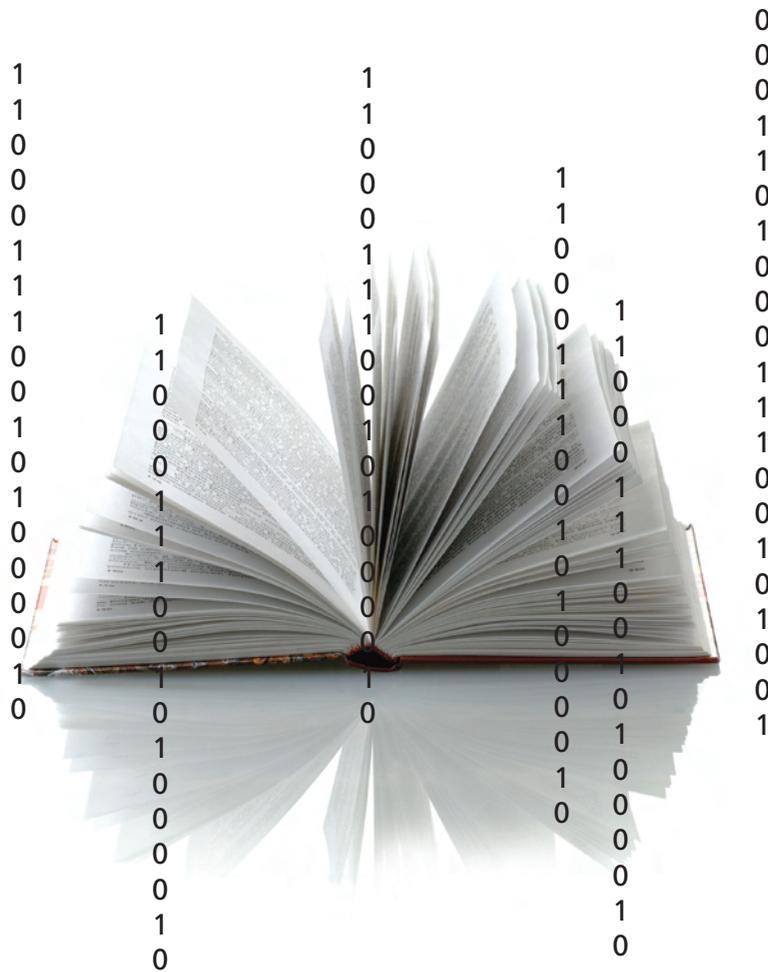
Executive Director Sally Reed's article "Amalgamating for Advocacy" (Mar., p. 34–36) nicely summarizes the benefit of merging the two major citizen groups that support the mission of libraries. Combining these two groups to form a more powerful, effective advocacy organization is a tremendous win for libraries and the communities they serve.

I also read, with delight, the sidebar recalling the "Famous FOLUSA Friends." I remember, with great fondness, Sandy Dolnick's care in launching and shepherding FOLUSA through the early years, ably supported by industry luminaries, such as Joe Fitzsimmons at UMI (now ProQuest) and Fred Ruffner at Gale.

I believe there is a bright future for this new ALA division. Today we stand on the shoulders of those who built a truly solid foundation for ALTAFF. I would like to personally thank *American Libraries* for spreading the word about this new organization.

Rodrigue E. Gauvin
ProQuest
Ann Arbor, Michigan

We stand on the shoulders of those who built a truly solid foundation for ALTAFF.



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AMERICAN
PSYCHOLOGICAL
ASSOCIATION

ALA Partners in “United We Serve” Volunteer Effort

California libraries posted 843 volunteer opportunities in July on the VolunteerMatch website and received 681 offers to help.

■ More than 250 local youth participated in Palm Beach County (Fla.) Library System’s VolunTeen program June 22, assisting with summer reading activities.

■ Eighteen high-level administrators joined volunteers to help with the summer reading program and the Savannah (Ga.) Children’s Book Festival at Live Oak Public Libraries.

■ The Target retail store chain will launch its School Library Makeover Program at P.S. 76, the Bennington School in the Bronx, New York, in September with 200 volunteers and a nonprofit partner, the Heart of America Foundation. The

nationalwide project will perform makeovers of 16 school libraries.

These efforts are all part of the “United We Serve” national effort created by President Barack Obama to engage more Americans in serving their communities this summer. ALA joined as one of several nonprofit organizations in support of the effort,

2008–09 ALA President Jim Rettig read to a group of children and facilitated a roundtable discussion with U.S. Secretary of Education Arne Duncan, New Jersey Gov. Jon Corzine, and regional librarians in a special “United We Serve” kick-off event June 22 at Fanwood (N.J.) Memorial Library. The national effort runs through September 11, the National Day of Service and Remembrance.

As part of its role in the campaign, the Department of Education is com-

batting summer reading loss by partnering with libraries and other community organizations. The initiative focuses on four key areas: education, health, energy and the environment, and community renewal. The campaign is being led by the Corporation for National and Community Service, a federal agency that works to improve lives and strengthen communities through volunteering and service.

ALA president speaks out

“In today’s economic climate, libraries face increasing challenges in carrying out their mission to provide opportunities for lifelong learning,” Rettig said. “In an era when demand for library services is increasing but funding for them is declining, volunteers play an important role in supplementing the high-quality service library staff provide. We applaud the president’s recognition of volunteers’ value and his commitment to ensuring they continue to serve our society in many ways.”

Libraries have posted volunteer opportunities at www.serve.gov. ALA’s websites for the public—www.ilovelibraries.org advocacy site and the atyourlibrary.org public awareness site—feature information of use to patrons interested in volunteering, including tips on starting book clubs, developing reading events for children or teens, encouraging library card sign-up, and joining or creating Friends groups.



2008–09 ALA President Jim Rettig (back row, center), U.S. Secretary of Education Arne Duncan (back row, right) and New Jersey librarians pose with their favorite books June 22 during the “United We Serve” kickoff event at Fanwood (N.J.) Memorial Library.

AL INTERVIEW

STEVENS TO CONTINUE ADVOCACY FOCUS

Roberta Stevens, outreach projects and partnerships officer at the Library of Congress and project manager for the National Book Festival, was elected ALA vice-president/president-elect this spring (*AL*, June/July, p. 12). She will take office at the conclusion of the 2010 ALA Conference in Washington, D.C.

American Libraries: What will be your focus as ALA's new leader?

Roberta Stevens: The downturn in the economy and its effect on funding for cultural and educational institutions reinforced the wisdom of the advocacy focus by past ALA presidents. I will collaborate with individuals dedicated to advocacy throughout ALA and lead an effort to draw upon our natural allies in the author community as high-profile, visible, and articulate spokespeople for libraries and the profession.

In spite of the economy, ALA membership seems to be steady. Why do you think so?

ALA's strength has long been the diversity of what it offers its membership. With the recent addition of

ALA Connect, the tradition of helping members find their place within the Association has leapt forward. I will expand the terrific work underway to ensure opportunities for virtual participation for a strong national membership base as well as for increasing international membership.

In these challenging economic times, what role do you feel the Association has in making sure libraries and librarians thrive?

Goal number one of ALA's strategic plan is advocacy for libraries. In addition to programs and materials focused on advocacy throughout the Association, there is easy access to a wealth of information through toolkits on the Advocacy University website. ALA's Washington Office is another important means for ensuring libraries are included in legislation that will benefit them.

Does the Association have an obligation to continue a diversity focus to serve an increasingly diverse population?

The Spectrum Presidential Initia-

tive, launched during Annual Conference in Chicago, is clear-cut evidence of ALA's commitment to a library workforce that



Roberta Stevens

reflects the diversity of our nation. While ALA is justly proud of the nearly 600 Spectrum scholarships that have been awarded since the program was established in 1997, funding limitations permit only half of the annual applicants to receive financial support. ALA's leadership has set a goal of raising \$1 million over the next year to dramatically increase the number of scholarships available. Under the leadership of ALA President Camila Alire and with Spectrum Presidential Chair Betty Turock, we are reaching out not only to those who have been longtime sources for donations, but also to a new audience of corporations and foundations to address this vitally important need quickly.

—P.A.G

READING FREELY

"Speak, Read, Know" is this year's theme for Banned Books Week, September 26–October 3. The annual event celebrates the freedom to read and is administered by ALA's Office for Intellectual Freedom. Visit www.ala.org/bbooks.



Broad Speech Ban Rejection Urged

The Freedom to Read Foundation (FTRF), an offshoot of ALA's Office for Intellectual Freedom, has joined publishers, booksellers, writers, and other media groups in urging the U.S. Supreme Court to strike down a 1999 statute that, if upheld,

would allow the government to ban a wide range of material it deems to lack value, including many mainstream books, magazines, and movies.

The lawsuit concerns the criminal conviction of a Virginia man, Robert Stevens, who was sentenced to three years in prison for creating several documentaries that included scenes of dogfighting. In the amicus brief filed in July in *U.S. v. Stevens*, FTRF, the Association of American Publishers, the American Booksellers Foundation for Free Expression, and other members of the Media Coalition urge the Supreme Court to overturn Stevens' conviction and strike down the statute on the grounds that the law seriously threatens freedom of speech.

U.S. v. Stevens is scheduled to be argued before the Supreme Court October 6. The brief is available online at tinyurl.com/mf3hjp.

ALA Joins in Salinger Amicus Brief Filing

ALA and its Association of College and Research Libraries joined the Association of Research Libraries, the Organization for Transformative Works, and the Right to Write Fund in filing an amicus curiae brief August 3 asking the U.S. Court of Appeals for the Second Circuit to reverse the Federal District Court judge's ruling in *Salinger v. Colting*.

In July, the district court ruled in favor of author J. D. Salinger, who claimed that Fredrik Colting, the author of *60 Years Later: Coming Through the Rye*, infringed his copyright on *Catcher in the Rye*. The district court's preliminary injunction prohibits the publication and distribution of the book, which the groups believe implicates free speech rights of authors, publishers, and the public protected by the First Amendment.

CALENDAR

ALA EVENTS

Sept. 11–13: Association for Rural and Small Libraries Conference, Gatlinburg, Tennessee, www.bcr.org/arsl.

Oct. 1–4: Library and Information Technology Association National Forum, Salt Lake City, Utah, www.ala.org/lita.

Oct. 7–9: Association of Bookmobile and Outreach Services Conference, Everett Washington, www.abos-outreach.org.

Oct. 18–24: Teen Read Week, www.ala.org/yalsa.

Nov. 5–8: American Association of School Librarians National Conference, Charlotte, North Carolina, www.ala.org/aasl.

2010

Jan. 15–19: ALA Midwinter Meeting, Boston, www.ala.org/midwinter.

Mar. 23–27: Public Library Association National Conference, Portland, Oregon, www.ala.org/pla.

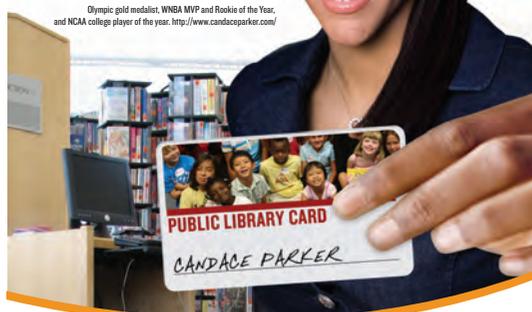
THE SMARTEST CARD

Candace Parker, 2008 Women's National Basketball Association Rookie of the Year and Olympic gold medalist, is honorary chair of this year's Library Card Sign-up Month. Observed each September since 1987, the observance reminds parents that a library card is the most important school supply of all. Visit www.ala.org/librarycardsignup.

"The library card is the smartest card in my wallet. Sign up for yours today."

CANDACE PARKER,

Olympic gold medalist, WNBA MVP and Rookie of the Year, and NCAA college player of the year. <http://www.candaceparker.com/>



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ALA American Library Association



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In their friend-of-the-court filing, the groups also assert that the judge applied too narrow an interpretation of the fair use doctrine, which permits new, transformative works into the marketplace.

A copy of the amicus brief is available at cyberlaw.stanford.edu.

Salary Survey Offers Mixed Results

Data from more than 1,179 public and academic libraries included in the 2009 ALA–Allied Professional Association (APA) Salary Survey: Librarian—Public and Academic shows that the mean salary for librarians with ALA-accredited master’s degrees was down 1% from 2008 to \$58,860. The median ALA MLS salary was \$54,500, 2% higher than last year. Salaries ranged from \$22,000 to \$256,800.

Published by the ALA–APA in cooperation with ALA’s Office for Research and Statistics, the survey includes data from more than 17,018 individual librarian salaries—a 5% increase over 2008.

The survey is available via a database or in print from the ALA Store. Visit www.ala-apa.org for more information.

Gates Renews Technology Grant

The Bill and Melinda Gates Foundation is continuing to fund ALA’s Public Library Funding and Technology Access Study by providing a \$2-million, three-year grant renewal.

The study assesses public access to computers, the internet, and internet-related services in U.S. public libraries, as well as the impact of library funding changes on connectivity, technology deployment, and sustainability.

ALA Office for Research and Statistics Director Denise Davis will remain as project director and John Carlo Bertot, director of the Univer-

sity of Maryland Center for Library and Information Innovation, will continue to manage the survey as part of the study.

A 2008–09 report is expected in September. For more information, visit www.ala.org/plinternetfunding.

COA Announces New Accreditation Actions

ALA’s Committee on Accreditation (COA) has announced accreditation

actions taken during Annual Conference in Chicago.

Continued accreditation status was granted to the following programs: master of arts in library and information science at the University of Iowa, Iowa City; master of arts in library and information science at the University of South Florida, Tampa; and master of science in information science at the University of Tennessee, Knoxville. The

THE ASSOCIATION’S ASSOCIATIONS: LITA

SALT LAKE CITY SITE OF FORUM

The Library and Information Technology Association (LITA) will host its 12th annual National Forum October 1–4 in Salt Lake City, Utah.

The forum will feature more than 30 concurrent sessions, preconferences, and keynote and poster sessions that will explore leading-edge technologies and their applications in all types of libraries. Networking opportunities include a sponsor reception and dinners.

Preconference workshops will feature Jason Griffey of the University of Tennessee in Chattanooga on “The Future of Mobile.” It will examine the future of mobile technologies and their impact on libraries, including how service models in libraries change with ubiquitous computing, and how content delivery becomes different. Attendees will look at specific tools that are currently available that model the direction in which mobile is moving.

Another preconference, “Accessibility Update: Section 508 and WCAG in a Library 2.0 World,” will be presented by Nina McHale of the University of Colorado in Denver. The workshop will provide an introduction to Section 508 and WCAG (web content accessibility guidelines) and how they relate to online library tools and will include demonstrations of popular assistive technologies as well as guidelines for optimizing library resources to comply with Section 508 and WCAG.

Keynote speakers include Joan Lippincott of the Coalition for Networked Information on “Mobile Technologies, Mobile Users: Will Libraries Mobilize?”; American technologist David Weinberger on “Knowledge in the Age of Abundance”; and Liz Lawley of the Lab for Social Computing, who will present “Technical/Tangible/Social.”

NEW WEB INITIATIVES

The LITA Web Coordinating Committee is in the early stages of redesigning the division’s website. Committee members participated in usability testing during Annual Conference in Chicago and will be developing an updated look for the site by adding Web 2.0 features and interactivity.

—Melissa S. Prentice, programs and marketing



next comprehensive review visit at each institution is scheduled for 2016.

Continued accreditation status and release from conditional status was granted to the master of science in library science at the Catholic University of America, Washington, D.C. The next comprehensive review visit is scheduled for 2016.

Continued conditional accreditation status was granted to the master of library science program at the University at Buffalo, State University of New York. The next comprehensive review visit is scheduled for 2012.

A complete list of programs and degrees accredited by ALA is available under Education and Careers at www.ala.org. Individuals who would like more information about a particular program should contact the program.

Book Links to Become Booklist Supplement

Beginning in October, *Book Links* magazine will be published quarterly as a print supplement to ALA's review journal *Booklist*.

The new supplement is being offered at no additional cost to subscribers. It will also appear in *Booklist Online*.

The free e-newsletter Quick Tips will continue as *Booklist's* Quick Tips for Schools and Libraries. To sign up for the newsletter, visit www.booklistonline.com

One Book Conference Selection Named

ALA's American Association of School Librarians (AASL) has chosen *Born Digital: Understanding the First Generation of Digital Natives* (Basic Books, 2008) by John Palfrey and Urs Gasser as the One Book, One Conference selection for its 14th national conference and exhi-

bition November 5–8 in Charlotte, North Carolina.

Conference attendees can also receive up to two hours of graduate credit through a program being of-

fered in conjunction with the School of Education and Human Development at the University of Colorado in Denver. Visit www.ala.org/aasl/charlotte. ■

THE ASSOCIATION'S ASSOCIATIONS: LLAMA

A HOME FOR LEADERS

The Library Leadership and Management Association (LLAMA) serves more than 5,000 members from all types of libraries who value the many opportunities for learning that come from associating with professional peers. In 2009, the division renewed its commitment to a robust continuing education program and is developing online webinars and classes to reach new members with the high-quality content already developed for conference programs, preconferences, and institutes.

LLAMA is also committed to leadership development through its mentoring program and the support of ALA's Emerging Leaders program. Now in its second year, the mentoring program is building on its early success in attracting new members to LLAMA as well as new LLAMA members to the world of leadership.

At the heart of the division's activities are its seven sections or special interest groups that represent all aspects of library management and offer unique opportunities to exchange ideas, collaborate on projects, mentor future leaders, and hone leadership and managerial skills with people of similar interests: **Buildings and Equipment Section**—The meeting place for librarians, trustees, interior designers, architects, and consultants engaged in building and renovating library facilities. **Fund Raising and Financial Development Section**—For those who work to grow financial resources for their organizations and enhance their libraries' success, and for those new to library development who want to learn the basics. **Human Resources Section**—For library workers concerned with general personnel administration, information, education, techniques, theories, practices, guidance materials, and research. **Library Organization and Management Section**—Home for professionals wishing to immerse themselves in organizational and management theory and best practices applied to libraries. **Measurement, Assessment, and Evaluation Section**—For members wanting to explore practical applications of library data collection and analysis. **Public Relations and Marketing Section**—Stimulates creativity and rewards excellence in strategic communication for all types of libraries, to their users, opinion leaders, and the general public. **Systems and Services Section**—A place for managers and front line staff to network and discuss issues and innovations in systems administration

For more information or to join, visit www.ala.org/llama.

—Kerry Ward, executive director

Each month the Association's Associations spotlights the activities and agenda of one of ALA's divisions. Next month:

Public Library Association



State Budgets Hammer Public Libraries Nationwide

The financial woes that are constricting state budgets coast to coast—and beyond—loom large over local library systems as they face the threat of devastating reductions in services. While in most cases the cuts, which would include closures and mass layoffs, have yet to be implemented, the final resolutions of the budgeting processes are likely to unfold in unexpected ways over the fiscal year.

Buckeye blues

Ohio libraries have been spared a budget cut initially proposed by Gov. Ted Strickland that had threatened to lower their state funding by 30%. However, the biennial budget passed by the state legislature July 13 still included a reduction in library funding of some 11%.

The budget legalizes racetrack slot machines and cuts several state programs to close a projected \$3.2 billion deficit. It reduces the state's Public Library Fund by \$84.3 million over the next two years rather than the \$227.3 million proposed by Strickland in June; that plan prompted a flood of protests from library supporters across the state. At that time, Strickland stated: "Quite frankly, Ohio has not confronted such difficult circumstances for 80 years." He added, "In order to balance the budget we must reduce services that Ohioans have needed and received in the past but the state can no longer continue to provide."

"The Ohio Library Council acknowledges the countless hours and hard work by the members of the General Assembly and their staff to reach this agreement," said OLC Executive Director Doug Evans. "Ohio's public libraries have the citizens of Ohio to thank for exerting extraordinary influence on their elected representatives in the Ohio General Assembly to minimize the cuts to library funding. We believe the overwhelming groundswell of public support convinced the legislature to re-

ject the governor's massive cuts, and attempt to preserve library funding as much as possible during this challenging financial situation."

However, the council warned that the budget cuts, combined with a drop in the Public Library Fund due to declining state tax revenues, will result in a 2009 reduction in library funding of as much as 25–30% compared to last year. Last year's losses have already triggered painful service cutbacks in some systems: In order to plug a \$1.9-million deficit left over from the FY2008 budget, the board of southeastern Ohio's Clermont County Public Library approved July 1 the layoff of 24 workers out of the 10-branch staff of 82 full-time employees and 56 part-time staff members, effective the very next day. Additionally, trustees voted to trim service hours systemwide from 59

hours a week to 48 as of August 3, to immediately curtail CCPL-funded outreach services and programming, and to suspend construction work on a multimillion-dollar Union Township branch.

Following the passage of the state budget, the Meigs County District Public Library board responded by voting to close the Middleport, Racine, and Eastern branches and lay off three part-time and five full-time employees. On July 27, however, the board revised its budget to reopen the branches and reinstate the part-time employees; to compensate, hours at the Pomeroy branch were reduced. Since last year, the system has gone from 21 to

14 staff members and from 236 total hours of operation per week to 108 systemwide.

Cuyahoga County Public Library announced in early August that it would eliminate 41 positions. Combined with a one-time resignation/retirement incentive, pay freezes, changes in healthcare contributions, and reductions in Sunday hours, the move will save the library some \$4 million in salary and benefits to help offset a \$14-million reduction in revenue through 2010. The

The financial woes that are constricting state budgets coast to coast loom large over local library systems as they face the threat of devastating service reductions.

library will also eliminate its inter-library loan department, close all but seven of its 28 branches on Sundays year round, and raise overdue fines.

Ohio's school libraries received some better news from lawmakers: The Ohio Educational Media Association announced that the legislature's Conference Committee approved a bill July 13 that will phase in funding for licensed librarians and media specialists in the state's schools over the next 10 years. The measure, based on Gov. Strickland's Education Reform and Funding Plan, provides \$60,000 for each librarian. The number of librarians for each school district will be determined by a formula based on the number of students enrolled, but each district will receive at least one.

Pain in Pennsylvania

Pennsylvania Gov. Ed Rendell vetoed more than half of a stopgap state budget bill August 5, approving only funds for what he termed "critical public health and safety services." Among the funds Rendell eliminated, which amounted to \$12.9 billion from a \$27.3-billion

budget, was \$37 million for public libraries. The governor stated that he took the action to have "leverage on the Legislature" to enact a budget that invests in public education and avoids a deficit.

The state has been in a budget impasse since the fiscal year began July 1, the *Pittsburgh Tribune-Review* reported August 6, with the governor and legislators unable to agree on how to close a \$3.25-billion deficit.

Rendell's veto is not expected to have an immediate effect on the state's libraries, according to Pennsylvania Library Association Past President Mary Garm. "At this point we knew the budget would be an interim budget" she told *American Libraries*. "For the most part, the public library subsidy is paid out in January, the middle of the fiscal year," she explained, so libraries would not be expecting state funds for several months. Garm stressed that PaLA would continue its advocacy efforts to ensure libraries are

represented in the final budget.

Meanwhile, Mayor Michael Nutter warned that Philadelphia may be forced to close down libraries and parks if state lawmakers fail to approve a plan to allow the city to raise its sales tax and reform its pension system. Nutter also said he would cut hundreds of police and firefighter positions if the legislature doesn't approve those parts of the city's \$4-billion budget plan by August 15, Reuters reported August 3.

However, Senate Republican spokesman Erik Arneson said senators were unlikely to approve a bill containing the Philadelphia proposals separate from the state budget, and the passage of the interim measure made it doubtful the budget would be approved by Nutter's deadline.

Trouble in paradise

Hawaii State Librarian Richard Burns asked the state Board of Education July 9 to close five public libraries as of the end of the year to

The governor said he has acted to have "leverage on the Legislature" to enact a budget that invests in public education and avoids a deficit.

GOT THE BEAT

Francis Kofi helps young Nico Ostrov try out African drums at the fourth annual community picnic July 15 at Hennepin County (Minn.) Library's Wayzata branch. This year's event, with a theme of "African Drumbeat and Trickster Tales," featured performances by Kofi, artistic director and choreographer of the Hayer Bibimma African Dance Company, and master storyteller Nothandu Zulu.



PHOTO: HENNEPIN COUNTY LIBRARY

address a \$5.7-million cut in funding. The proposal, to address a nearly 20% reduction in the Hawaii State Public Library System's budget, also included \$1.3 million in furloughs and other salary savings and the elimination of 67 vacant positions to save \$2.2 million.

However, at its July 16 meeting the board deferred a vote on the closures and directed Burns to submit a new plan that did not include shutting branches. While the board approved the furloughs and position cuts, it passed motions protecting the five branches that had been targeted for closure, the *Honolulu Advertiser* reported July 17.

Targeted for closure

The libraries targeted for closure were the Holualoa, Pahala, and Kealahou branches on the Big Island; the Ewa Beach branch on Oahu; and the Hana branch on Maui. Burns said the list was based on low usage, proximity to other branches, staffing vacancies, and other factors.

Board member Karen Knudsen said that Burns "just didn't have time to look at all the alternatives," noting that he and his staff only had two weeks to develop the proposal, and that "this will give him more time to look at the whole picture."

Local objections to the announced closures were particularly strong in the isolated community of Hana, which is separated from the rest of the island of Maui by a narrow 52-mile road and 58 bridges; the trip to the nearest town takes around two hours.

Some 335 residents attended a meeting at the branch about the proposed closure July 14; "I mean, 335 people out of a community of 2,000, that's a lot of support," said Branch Manager Holly Braffet in the July 15 *Maui News*.

"The Hana community spoke loud and clear: 'Do not close our library. This is our lifeline,'" said Maui

DERBY DAYS & DEWEY DECIMALS

Some librarians spend their off hours with quad roller skates and full-contact action.

April Witteveen, left, a teen librarian at Deschutes Public Library in Bend, Oregon, leaves her opponents in the Jet City Roller Girls roller derby league with a pro-library message as she leaves them in the dust. Below, Beth Hollis (aka MegaBeth), a reference librarian in the Popular Culture Division of Akron-Summit County (Ohio) Public Library, wears number 796.21, the Dewey Decimal number for skate sports, as she competes for the Rubber City Rollers.



Board of Education member Mary . She noted that some branches on Oahu are within 5–6 minutes driving distance of each other. "They never considered closing those libraries in Honolulu," she said.

California calamity

California's new state budget "is going to have a huge chilling effect on the ability of cities and special districts to use the funds" that had been allocated to them, said California Library Association President Barbara Roberts. She told *AL* that the \$85-billion budget, signed July 28 after a months-long standoff between Gov. Arnold Schwarzenegger and the state legislature, included a provision to take \$1.9 billion from Proposition 1A property tax funds

and \$1.7 billion from local redevelopment funds that would have gone to localities.

"Both of these, of course, will affect counties, and special districts," said Roberts, "and it will trickle down to the libraries."

Roberts noted that the state's libraries have already taken operating-budget hits of 5–38%. The Palm Springs Public Library, where she is director, has laid off staff, enacted furloughs, and made other budget cuts, "so we're already hurting."

The only good news, said Roberts, is that two special funds—the Transaction-Based Reimbursements funds from California Library Services Act grants and the Public Library Fund—have remained stable after dropping 10% in 2008. —G.F.

NYPL's Ferriero Is Obama Pick to Head National Archives

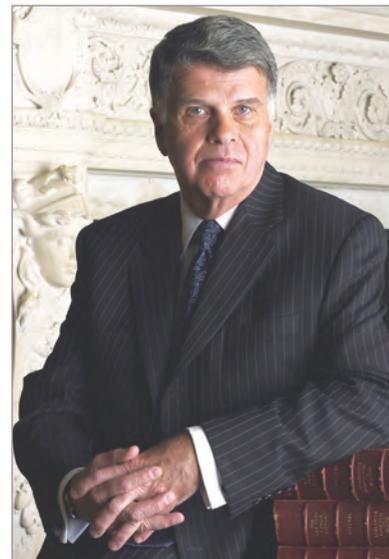
President Barack Obama announced July 28 that he had selected David S. Ferriero (right) to serve as archivist of the United States. The archivist heads the National Archives and Records Administration, which oversees the public release of presidential papers and other government documents.

Ferriero is currently the Andrew W. Mellon director of the New York Public Library, where he is responsible for collection strategy; conservation; digital experience; reference and research services; and education, programming, and exhibitions. Prior to assuming that position in 2007 he served as chief executive of NYPL's Research Libraries for three years and before that as Duke University librarian and vice provost for library affairs. He began his library career at the Massachusetts Institute of Technology, where he spent 31 years before leaving in 1996.

The *Washington Post* observed July 28 that the archivist position has drawn controversy as agencies and administrations seek to keep their records secret while historians and the public call for prompt declassification. Ferriero's nomination came two days before the House Oversight and

Government Reform Committee's Subcommittee on Information Policy, Census, and National Archives held a hearing to examine the loss of an external hard drive containing copies of data from the Executive Office of the President during the Clinton administration.

Ferriero will succeed Allen Weinstein, who resigned in December. Weinstein's 2004 nomination to the post drew controversy over his qualifications and whether his selection was politically motivated (*AL*, June/July 2004, p. 17).



BLACK NEWSPAPER ARCHIVE UNVEILED

The Chicago Public Library unveiled an archive May 27 that chronicles the history of the *Chicago Defender*, one of the nation's most important African-American newspapers.

The Abbott-Sengstacke Family Papers encompasses the extensive personal correspondence of the newspaper's founder, Robert S. Abbott, dating from the 1880s to the 1940s, and his nephew and publishing heir John Sengstacke, from the 1920s to the 1990s. It also contains rare early issues of the 104-year-old newspaper, business records, and some 4,000 photographs, including rare, unpublished

shots of Abbott with such cultural icons as boxer Jack Johnson and musician Duke Ellington.

The collection, which was donated by Sengstacke's son, photographer Robert Sengstacke, will be housed in the Vivian G. Harsh Research Collection of Afro-American History and Literature at CPL's Carter G. Woodson Regional Library. The *Chicago Sun-Times* reported May 27 that the archive was sought by such national institutions as the Smithsonian; however, according to videotaped interviews posted to a University of Chicago website, Sengstacke, after consulting with black history scholars at the University of

Chicago and with Woodson Senior Archivist Michael Flug, decided it should remain in the city and chose to donate it to the library in 2007.

The collection was processed and cataloged by a team of doctoral students from the University of Chicago's "Mapping the Stacks" project, which is documenting the arts and cultural histories of black Chicago. The students were trained by archivists from the U of C library's Special Collections Research Center and supervised by Harsh Collection staff. The university will create and maintain a digitized archive of the photo collection.

Wisconsin Board, Staffers Cope with Would-Be Book Burners

In a censorship battle involving book-burning and board dismissals, West Bend (Wis.) Community Memorial Library, located some 40 miles northwest of Milwaukee, has become an unlikely national testing ground for the freedom to read.

The recent ALA Annual Conference in Chicago (see p. 70) offered a platform for staff and board members alike to share their hard-earned insights at a program titled “Intellectual Freedom on the Front Lines: West Bend Library Supporters Share Their Story.” Director Michael Tyree, Young Adult Librarian Kristin Pecoll, library board President Barbara Deters, and ousted trustee Mary Reilly-Kliss, as well as West Bend Parents for Free Speech founder Maria Hanrahan, told the complicated story of the library’s oft-stymied attempts since February to address a reconsideration request by area residents Ginny and Jim Maziarka.

Targeted: gayness

The problem, explained the panel, was that the nature of the couple’s challenge kept evolving: It began with a February 6 letter of concern in the library book drop about Pecoll’s “Over the Rainbow” link on the library’s YA page, and moved on to seeking the removal and/or relocation of an expanding list of, at first, gay-positive titles and then any YA book containing sexual content. By March, the Maziarkas were seeking the relocation of some of the listed books to the adult book section; they specifically objected to *The Perks of Being a Wallflower* by Stephan Chbosky, *The Geography Club* by Brent Hartinger, and *Deal with It! A Whole New Approach to Your Body, Brain, and Life as a gURL* by Esther

Drill (*AL*, June/July, p. 32–33).

Soon the city attorney was involved, and mainstream press and blogs weighed in. “How do you counter blogs with the facts?” Reilly-Kliss asked rhetorically, musing that “It never occurred to me that I’d be collateral damage” until she and three other library trustees recommended for reappointment were kicked off the board in April by the town council for not satisfying the Maziarkas. She characterized the prevailing viewpoint of the couple and their supporters as “If you listen to me, you agree with me and will do as I wish.”

Reilly-Kliss told *American Libraries* that common council members accused trustees of “stonewalling” because they had not removed the contested titles. She said Alderman Terry Vrana asserted that the trustees had not served community interests because of “their ideology,” adding that he was “concerned about the morality of this city.” Reilly-Kliss also told *AL* that when she approached Vrana privately after the meeting to explain the library’s reconsideration process, he stated, “I don’t care about your policy. I want those books off the shelves.”

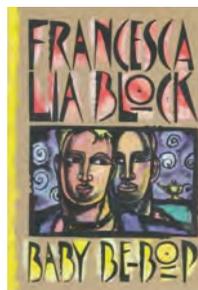
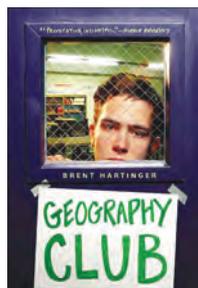
“This was a public relations disaster,” admitted Deters, revealing that officials never thought to retain a PR adviser because the situation didn’t happen explosively, “but built, and built, and built.” West Bend

staff and trustees were getting nasty e-mails, phone calls, and even accusatory comments at the grocery store even as Hanrahan’s advocacy efforts were beginning to lure freedom-to-read supporters into the open. Ultimately, the board voted 9–0 June 2 to maintain the collection exactly as it was—with young-adult materials clearly marked as such and shelved in a section geographically separated from both children’s and adult titles. Additionally, the library agreed to add several reparative-therapy titles

on becoming heterosexual that the couple had recommended.

Nonetheless, Tyree sees the subsequent weeks as more of a plateau than the end of library challenges. For one thing, Reilly-Kliss explained, the town council has declared the trustees’ replacements as being “more diverse” because none of them have degrees in education. Then there’s the matter of an unrelated civil complaint from four men in Wisconsin who belong to the Christian Civil Liberties Union and who seek \$30,000 apiece for emotional distress they suffered from the West Bend library displaying a copy of Francesca Lia Block’s *Baby Be-Bop*, as well as the book’s public burning outside the library. “Some organizations feel they have a lock on paying taxes,” Tyree observed.

As for Young Adult Librarian Pekoll, the Maz-



Challenged: *The Perks of Being a Wallflower*, and *The Geography Club*. Burning sought: *Baby Be-Bop*.

iarkas's challenge has prompted her to wonder whether the library community could preempt such complaints with workshops "about connecting to and talking with their teens" and using the library safely. She also noted that the era of librarian-authored content makes it advisable to devise a reconsideration procedure for challenges to homegrown web pages.

Schools unblock gay sites

Meanwhile, gay-themed reading continued to raise objections in other parts of the country. Just two weeks after the American Civil Liberties Union of Tennessee filed suit in May against the Knox County and Metro Nashville school districts for filtering access to digital information about gay, lesbian, bisexual, and transgendered issues, the schools

stopped blocking the websites of gay-friendly advocacy groups such as Parents, Families, and Friends of Lesbians and Gays. Because the two school systems share the filter with 80% of the other districts in Tennessee, the action has resulted in providing access to gay-interest information for more than 100 school systems throughout the state.

"I'm really happy that the schools are finally making our web access fair and balanced," said plaintiff Bryanna Shelton, a student at Knoxville's Fulton High School, alluding to the fact that schools had already permitted access to sites about ex-gays that promote reparative therapy.

"We're pleased that these schools are finally living up to their legal obligation to allow the free and open exchange of ideas and information,"

said Tricia Herzfeld, staff attorney with the ACLU of Tennessee. "Schools that censor educational information out of some misguided assumption that anything about LGBT people is automatically sexual or inappropriate are doing a disservice to their students," she noted on the organization's website.

The ACLU website also notes that if the school departments break the agreement to cease filtering LGBT sites, the case will return to court."

"We are pleased that both school boards in this case have agreed to respect students' rights and refrain from this sort of censorship in the future," Herzfeld said. —B. G.

The action provides access to gay-interest information for more than 100 school systems throughout Tennessee.

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Gift to Virginia Tech Is Boon to Tech Services

An avid knitter, Jean Quible was pleased to see the latest issue of *Workbasket* magazine arrive in her mailbox.

As she flipped through the pages, she noticed a frequency change in the publication schedule—a habit she picked up from her time as a serials cataloger at the Virginia Tech University Libraries.

“They were always changing . . . it’s like tracking a mystery,” says Quible, of the libraries’ serials subscriptions. As a cataloger, she found it interesting to see the wide variety of journals and periodicals that came across her desk.

When Jean’s husband, Dick, a Virginia Tech alumni and longtime donor to the university, wanted to do something to honor Jean, making a donation to Virginia Tech’s library, and specifically technical services, made the most sense. The Quibles’ donation includes a \$250,000 outright gift, as well as a generous inclusion in their estate plans. Now, the department Jean worked in for 30 years is endowed and bears her name.

“People don’t think about it,” because technical services is behind the scenes, Jean says. “All library materials have to pass through technical services. It is the foundation of what we experience [in a library] every day.”

Dean of Libraries Eileen Hitchingham is not aware of any other academic library with a technical services department that is endowed and named for a donor. But she knows all too well the crucial, yet unsung, role technical services plays in creating an overall satisfying experience for library users.

“Jean and Dick Quible’s endowment for the department was a way for Jean to recognize the excellent

work of her colleagues and to give a more public face to their efforts,” Hitchingham said.

“The people that work there need to feel important, because they are important,” said Jean.

Although retired, Jean is still actively involved with libraries. Now, it is from a professional development standpoint, helping to educate and support other library staff members in Virginia and beyond. She volunteers with the paraprofessionals forum of the Virginia Library Association and helps organize its annual conference when it’s in Richmond. The conference is so popular as a networking and education opportunity for library staff members that it is often attended by library employees who live outside the state.

In addition to this volunteer work, Dick and Jean Quible are co-chairs of the library’s committee in Virginia Tech’s “Invent the Future” development campaign, a \$1-billion fundraising initiative. The Quibles enjoy raising awareness of the



Donors Jean and Dick Quible.

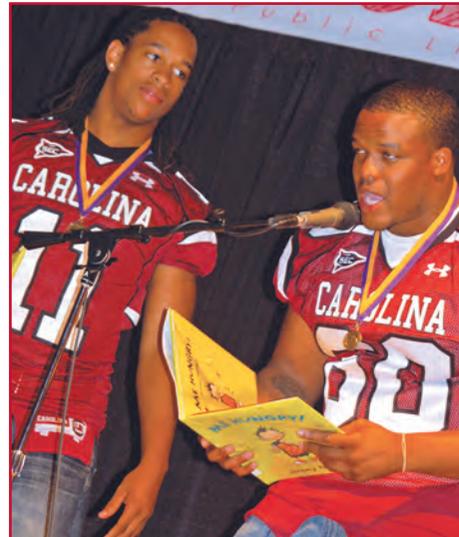
libraries and their needs because they recognize that when donors are considering making a gift, the library can be overlooked.

“People often first think of their own curriculum,” Jean says. But Dick thinks of the library as the heart of the university.

“Students are the body we’re trying to nourish,” says Dick. “Without a strong heart, the body fails, as will the university.”

—Laura Purcell,
Virginia Tech University Libraries

PIGSKIN POETS



University of South Carolina Gamecocks Lamar Scruggs (left) and Terrence Campbell read to hundreds of children at Richland County Public Library’s “Pigskin Poets” Summer Reading Club event July 24. The annual event, now in its 12th year, featured the USC football team, cheerleaders, and the team’s costumed mascot, Cocky.

HAPLR Library Rankings Mark 10th Anniversary with Ohio on Top

The 10th-anniversary edition of Hennen's American Public Library Ratings (HAPLR), the annual ranking of over 9,000 libraries nationwide, was published online June 30 at www.haplr-index.com. Compiled by Thomas J. Hennen Jr., director of the Waukesha County (Wis.) Federated Library System, the index rates libraries using 15 factors—among them cost per circulation, visits per capita, and expenditures per capita—based on data gathered by the Federal-State Cooperative System and published by the National Center for Education Statistics.

The top five libraries in the 500,000-and-higher population category are (in order) Cuyahoga County (Ohio) Public Library, Columbus (Ohio) Metropolitan Library, Multnomah County (Ore.) Library, Salt Lake County (Utah) Library System, and Hennepin County (Minn.)

Library. Topping the other population categories are: Douglas County (Colo.) Libraries (250,000); Naperville (Ill.) Public Library (100,000); Washington-Centerville (Ohio) Public Library (50,000); Porter (Ohio) Public Library (25,000); Twinsburg (Ohio) Public Library (10,000); Columbiana (Ohio) Public Library (5,000); James Kennedy Public Library (2,500), Dyersville, Iowa; and Centerburg (Ohio) Public Library (1,000).

Hennen notes that only 11 libraries have appeared in all nine editions of the ratings: Bridgeport (W. Va.) Public Library, Carmel Clay (Ind.) Public Library, Columbus (Ohio) Metropolitan Library, Denver Public Library, Hennepin County (Minn.) Library, Johnson County (Kans.) Library, Naperville (Ill.) Public Library, Saint Charles (Mo.) City-County Library District, Santa Clara County (Calif.) Library, Twinsburg (Ohio) Public Library,

and Washington-Centerville (Ohio) Public Library. He adds that 173 other libraries have made the list two or more times. "In all," he observes, "299 libraries have appeared as a HAPLR top-10 library in one of the 10 population categories over the years."

On his blog (haplr.blogspot.com) Hennen speculated on how Gov. Ted Strickland's cuts to library funding (see p. 19) might affect Ohio's dominance of HAPLR over the past decade, since one-quarter of all top-10 libraries have been located in that state.

"In no other state are libraries as dependent on state funding as in Ohio," Hennen said. "It is not at all unusual for a library to be 80% or more funded by the state. So state funding cuts of 50% will mean cuts of 40% or more for many Ohio libraries." That data will not show up in IMLS reports until 2012.

"The fate of most American libraries is an entirely local matter," Hennen told *American Libraries*, noting, "The problem with Ohio's model of success is the very essence of its Achilles' heel. The rising tide of Ohio state funding these many years past lifted all library boats in Ohio; a waning tide will lower them all as surely." Nonetheless, Hennen predicted, "I bet that library supporters in Ohio will win the day, but it is still too early to tell."

"It takes a while for the funding reductions to result in reduced library use."

—Thomas J. Hennen Jr.

SAVE THE DATE

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Charles Lowry - Association of Research Libraries

Registration information to be released Winter 2009

For More Information: Rhonda Cannon, University of Oklahoma Libraries, Norman, OK 73019; rhondacannon@ou.edu; Phone: 405-325-2611

Lexington Firing Takes Personal Toll

When the board of the Lexington (Ky.) Public Library fired Director Kathleen Imhoff July 15, it sent a shiver up the spines of public library directors nationwide. Terminating her contract even though it was set to run until June 2011, the board action followed months of scrutiny and innuendo in the *Lexington Herald-Leader* over details of Imhoff's expense accounts during the past five years. The newspaper had examined what it called "questionable credit-card usage with inadequate documentation to support it" and compared Imhoff's credit-card history to a credit-card scandal at Lexington's Blue Grass Airport that had led to the resignation of top managers and a criminal investigation.

"There is a situation going on in Lexington," a shaken and angry Imhoff told *American Libraries* after the newspaper published its first inflammatory article April 26 and it got picked up in the *American Libraries Direct* e-newsletter. She called the article inaccurate, slanted, and damaging to the library and to her reputation. The *Herald-Leader* article stopped short of accusing Imhoff of doing anything illegal, but it did suggest that she spent taxpayers' money wantonly on travel, gifts for staff members, and dinners at expensive restaurants.

The lowest blow of all, Imhoff told *AL*, was that the newspaper insinuated that so-called abuses at the library compare with those at the airport. "The newspaper looked at five-and-a-half years of my expenses," she said, "and constantly compared them to two years of airport expenses." She noted, "Subtract system expenses, including my preapproved moving expenses, from the \$133,431 the newspaper continues to cite, divide the rest by the five-and-a-half years over which the expenditures were made, and the resulting \$12,578 per year of in-budget expenses would not make a very exciting headline."

Mischaracterization and innuendo

Many things were mischaracterized by the *Herald-Leader*, said Imhoff, much of the information provided by Edward Maley, whom she said is a disgruntled former employee. Maley was the library's chief financial officer until he resigned last year; his duties included review-

ing library credit-card bills. Imhoff said the paper portrayed numerous purchases in such a way as to make them appear to be personal expenses. She explained that employee awards and incentives had been characterized as "gifts," conference attendance as "trips," and business meetings as "scores of meals at upscale Lexington restaurants."

When the controversy first unfolded, Imhoff had the board's support. In a follow-up article published April 29, the *Herald-Leader* said library board chair Burgess Carey defended Imhoff at a city-council hearing as an experienced, dedicated librarian, but he also said, "The questions raised by the *Herald-Leader* are legitimate and have

been and will continue to be answered with documented facts, not with cover-ups or excuses."

Imhoff pointed out that receipts were provided for all but four of 647 transactions over a five-and-a-half-year period that auditors identified. "We have opened up our books to the city, we have given them our hard drives, we've spent hours with them explaining how our system works," she said. "In trying to be overboard in giving in-

formation, we actually listed on the library's website a complete expense summary report before it came out in the paper."

But it wasn't enough. In early July, Lexington Mayor Jim Newberry replaced longtime chair Carey with Larry Smith, who led the two-hour, closed-door meeting that preceded Imhoff's dismissal. Smith then declined to tell the newspaper why Imhoff was fired, citing a contract clause that allows her to be terminated without cause with 30 days notice; Imhoff was given one day to clear out of her office and placed on paid administrative leave.

In mid-August, Imhoff told *AL* she was prepared to mediate a settlement, but the board had thus far refused. "The current status is that after the board dismissed me without cause, the board chair got on television and defamed me," she said, and "I asked for a public apology, which was refused. It has been turned over to the board's insurance company, which means that a new set of lawyers will be involved." She expected a decision by the end of the month, but "if they choose not to mediate, I have no choice but to file suit since they have not honored the terms of my contract, so I received no severance." Her attorney, Richard Getty, said



"There was no personal gain, and all expenses were within proscribed limits. The library

operates within budget every year." —Kathleen Imhoff, director

board members had rushed Imhoff out the door in “an overreaction to escape critical newspaper stories and pressure from city leaders.”

Explaining that the “complex story” of her firing was really one of “a newspaper struggling to survive” in a “political framework,” Imhoff told *AL* she was hired in 2003 to “implement fiscal controls concerning salaries, to curtail raises, and develop a board-initiated pay-for-performance plan.” From the beginning of the controversy, she said, the auditors never allowed her to account for the alleged expense abuses. “The city auditors have had the library’s financial records for months

and have yet to produce a report.”

In her own defense, Imhoff produced a detailed account of all her expenses for the five-and-a-half-year period in question, but she told *AL* the board would not allow her to post it on the library’s website. In part, the statement said, “It is important to note that this was not money spent on spurious charges—all of these expenses were part of the LPL operating budget. . . , covering six locations and all the departments within those locations. Again, there was no personal gain, and all expenses were within proscribed limits. The library operates within budget every year.” —L. K.

GLOBAL REACH

SCOTLAND 1

Louise Brown, 91, has read several books a week since 1946 without incurring a fine. She mostly borrows large-print books, but has read almost every book in her local library’s collection. The staff of the Stranraer Library in Dumfries and Galloway say Brown’s enthusiastic reading habits over the past 63 years could earn her a place in the record books.—*Daily Telegraph*, July 29.

FRANCE 2

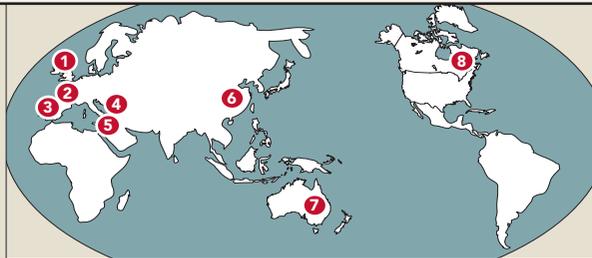
The Louvre launched an English version (cartelen.louvre.fr) of its online collections database, Atlas, on July 30. This interactive research tool allows visitors to access information on 22,000 works of art, view high-resolution images of masterpieces, and locate exhibited works and galleries throughout the museum. The launch was initiated by and funded with a 300,000 euro (\$380,000 U.S.) grant in 2004 from American Friends of the Louvre.—*Art Daily*, July 30.

SPAIN 3

Police have recovered a rare set of 17th-century volumes that were stolen more than 30 years ago from the University of Barcelona library. Jerónimo Zurita’s six-volume *Anales de la Corona de Aragón*, published in Zaragoza in 1610, went missing years ago but was never reported as a theft. After an anonymous agent offered to sell them the volumes, staff of the Valencian Language Academy brought the matter to the Valencian Heritage Police, who located the books.—*Barcelona Reporter*, Aug. 2.

TURKEY 4

The new home of the Research Centre for Islamic History, Art, and Culture library in Istanbul is located inside the historic and elegant armory of the Yıldız Palace, built in the late 19th century by Sultan Abdul Hamid II. Unused for decades, the vast space is now home to the library’s 70,000 volumes, some of them rare editions, that are on open shelves and available to the public.—*New York Times*, July 30.



LEBANON 5

Two librarians have prepared a guidebook for teachers, written in both French and Arabic, titled *99 Recipes to Spice Up the Taste of Reading*. The book, published by the Assabil Friends of Public Libraries Association in Beirut and written by Nawal Traboulsi and

Marie Rivière, addresses such topics as understanding the role of libraries, playing with language and writing, finding information, thinking critically, learning about other cultures, and learning new technologies.—*Assabil Friends of Public Libraries Association*; *Daily Star (Beirut)*, July 23.

CHINA 6

Most schools in Chinese cities have a mini-library attached to them that is supposed to help children develop a lifelong love of books and literature. But a recent study found that many school libraries have failed to accomplish this and have been neglected. Only seven out of 24 students interviewed say they frequented school libraries. Some did not even know when the libraries were open.—*China Central Television*, July 9.

AUSTRALIA 7

Politicians and library officials meeting at a summit held July 16 at the National Library in Canberra presented the Australian Library and Information Association a mandate to develop a national framework for the country’s 1,500 public libraries. ALIA will become a central organization to provide public libraries with a united voice to national and state governments.—*Australian Library and Information Association*, July 21.

CANADA 8

Ottawa, Ontario, is buying sex-instruction books for its public library because they contain good information written by respected authors. Library Director Barbara Clubb responded July 29 to a complaint about three new items on order, saying that books on sex are “very popular” with borrowers.—*Ottawa Citizen*, July 30.

A Tribute to E.J. Josey

There was no librarian as devoted to the profession as E. J. Josey; nor was anyone more caring of all his friends. We have lost a giant, and I, a beloved com-patriot.” These words by friend and colleague Dorothy S. Puryear epitomize the many tributes and memories posted on the *American Libraries* website by those who knew and loved the venerable professor emeritus at University of Pittsburgh and 1984–85 American Library Association president, following his death July 3 in Washington, North Carolina.

“As a mentor in the E. J. Josey Spectrum Mentor program, I am very touched by this great librarian’s passing,” said Deborah Robinson, director of libraries at St. Petersburg College. “I can only hope that reminders of his fortitude, bravery, and obvious passion for our profession will encourage others to step up and become mentors to new and aspiring minority librarians.”

Indeed, despite his extraordinary achievements in professional leadership and civil rights, E. J. Josey will no doubt best be remembered as a mentor to countless aspiring librarians. As ALA Office for Literacy and Outreach Services Director Satia Orange said at a memorial service for Josey during the ALA Annual Conference (see p. 70), “He did not mentor African Americans; he mentored everybody. None of us would be walking as tall as we walk now, if it had not been for Dr. Josey and others in that generation.”

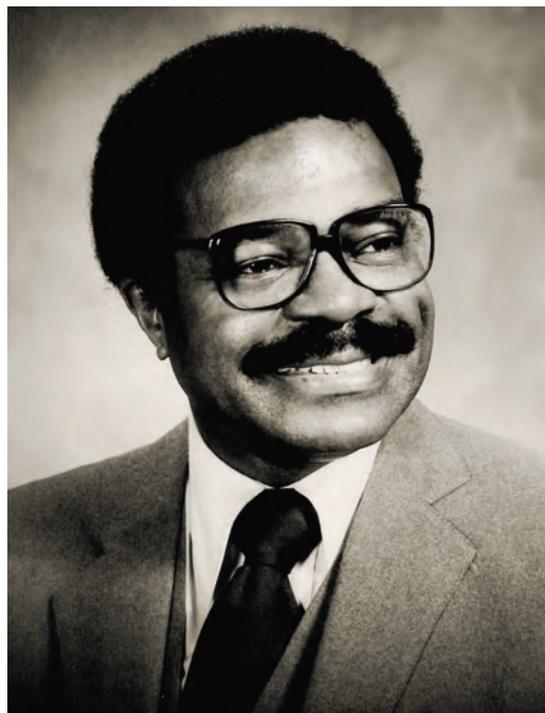
The early days

Elonnie Junius Josey attended his first ALA conference in 1957. By then, the Association had stopped

meeting in racially segregated places, but he later recalled observing what he characterized as “a system of advantages that benefits all whites, whether or not they seek it.” “Racism is not simply open bigotry,” he concluded. “In America whites are not simply in the majority. They hold most positions of power, they own most of the wealth and set most of the nation’s policies, and they are for all of these reasons the norm,” he said.

By 1964 Josey had authored an ALA resolution forbidding Association officers and staff from participating in state associations that denied membership to black librarians. This action led to the integration of the library associations of several southern states, and he became the first black librarian to be accepted as a member of the Georgia Library Association. By 1970 he had organized the Black Caucus of ALA (BCALA) to build camaraderie and to expose racism in the profession and in library service; he considered the group’s formation “one of the high points of my involvement” in the Association.

Josey was professor emeritus in the Library and Information Science Graduate Program at the University of Pittsburgh, and was first elected to the ALA governing Council in 1970, serving until the summer of 2000, a period of 29 years, and was a



E. J. Josey, photographed at the height of his ALA activism, circa 1985.

member of ALA for nearly half a century. Josey also chaired the ALA International Relations Committee, wrote or edited a dozen books, and produced more than 400 articles that focused on library diversity and equality-of-access issues.

Calling Josey a “library champion and human rights activist,” ALA President Jim Rettig said after his death, “Few have brought about more significant change in librarianship than the late Dr. E. J. Josey. Through his leadership he opened doors to segregated library associations and acted as librarianship’s conscience, encouraging the field to live up to and operate by fundamental American principles of justice and equity. His commitment to these principles, combined with his tenacity and advocacy, brought

much needed diversity to the library workforce.”

“Dr. Josey’s contributions to the field of librarianship are invaluable,” Rettig added. “He energized a generation and more of librarians while serving as a benefactor, mentor, and role model to students of all backgrounds.”

Josey was indeed a leading force in eliminating racial bias from library systems and professional organizations. His legacy lives on in the many students and colleagues he influenced throughout his career as well as through BCALA, which provides leadership for the recruitment and professional development of African-American librarians; the E. J. Josey Scholarship Award, given annually to African Americans pursuing a degree in an ALA-accredited library and information science program; and ALA’s Pay Equity Commission, which ensures equal compensation for male and female librarians.

“I was born and grew up in the days of segregation in the kind of society that not only dehumanized me as an African American but dehumanized my family and all African Americans,” Josey said in an interview published in the January 2000

issue of *American Libraries*. “Those of us who grew up in this kind of society had to fight to be recognized, had to fight not to be as invisible as [author Ralph] Ellison described us.”

“While I began my fight for African Americans,” Josey went on to say, “I think that people who know me best will also say that I fought for all people who were disadvantaged, including minorities and women,

not only in our profession but throughout the world. I am indeed indebted to the hundreds of white librarians who had a sense of social justice and fought along with me.”

A foundation has been set up to honor E. J. Josey’s life and work. Contributions can be sent to: The E. J. Josey Foundation for Justice and Peace, 526 West Second St., Washington, NC 27889. —L.K.

IN HIS OWN WORDS

Read more by and about writer/ editor E. J. Josey:

The Black Librarian in America, Scarecrow Press, 1970.

The Black Librarian in America Revisited, Scarecrow Press, 1994.

Diversity in Libraries: Academic Residency, Greenwood Press, 2001.

E.J. Josey: An Activist Librarian, edited by Ismail Abdullahi, Scarecrow Press, 1992.

Handbook of Black Librarianship, 2nd edition, Scarecrow Press, 2000.

Libraries in the Political Process, Oryx Press, 1980.

Libraries, Coalitions, and the Public Good, Neal-Schuman, 1987.

Opportunities for Minorities in Librarianship, Scarecrow Press, 1977.

Politics and the Support of Libraries, Neal-Schuman, 1990.

What Black Librarians Are Saying, Scarecrow Press, 1972.



Above: E. J. Josey with the late John Tyson at the 1994 BCALA conference, right at BCALA 1992 with Ismail Abdullahi, Congressman Major Owens, and past ALA President Patricia Glass Schuman.

NEWSMAKER: ARNE DUNCAN

It's not about being selfish or self-serving; it's about demonstrating the difference that you're making in our students' learning." That's how Arne Duncan advises librarians to advocate for library services in tough economic times. In a June 22 telephone interview, the U.S. secretary of education told AL that the federal government is adamant about keeping libraries open as an important component in seeing the nation through its current financial crisis. Part of the effort involves the "United We Serve" volunteerism project launched that day. The 44-year-old former leader of Chicago Public Schools and father of two believes that expanding early childhood education is imperative for the American education system, and libraries, both school and public, have a major role to play. Read a transcript of the entire interview with Duncan at www.ala.org/alonline.



They don't belong to me or to the superintendent or to the principal; they belong to the community.

Why was ALA identified as a partner in the new "United We Serve" volunteer effort? I worry a lot about summer reading loss. There are so many documented studies, where children would get to a certain point in June and then when they come back in the fall they're further behind than when they left. That's actually heartbreaking. It's so important that our kids keep reading and keep learning all summer. There's obviously no better place for that to happen than in libraries.

American Libraries: What can the federal government do to help libraries make it through the financial crisis?

ARNE DUNCAN: In the stimulus package there is a historic level of support for education coming from the federal government and over \$100 billion of new money for education. We recognize the dire straits of tough economic times and the stress the states are under; however, it's just so important that we keep our libraries—both school and community-based—open and providing resources for families. This is an investment.

You visited the Fanwood Public Library in New Jersey for the June 22 launch of the "United We Serve" volunteer initiative. What did you observe? It's a great library, and I met with librarians from all over the state and a few other places, and what I saw is what I saw in my neighborhood library back home in Chicago and in our neighborhood library now in D.C.: wonderfully committed staff, tremendous demand, a

real willingness to reach out to the community and to reach out to the population, family literacy nights or families that are learning English for the first time, folks helping with résumé writing, with job hunting, on issues around foreclosures. It's just this phenomenal resource.

You've said that schools should be utilized more by the community. What has to happen for expanded use to become a reality? The idea of a school being open six hours a day, five days a week, nine months out of the year, I just think that's an outmoded, 19th-century concept of what education should be. It's based upon the agrarian economy, and I just think our schools today need to be fundamentally different in their design and their structure and in what they're trying to accomplish. We have schools in every community of the country; they all have classrooms, libraries, computer labs, gyms, some have pools, and these are great community resources.

How is the Department of Education going to encourage state and local governments not to pull the plug on library resources?

We're going to do whatever we can to let folks know that we have to keep children reading, we have to keep them learning, we have to keep our buildings open, we have to keep our libraries open and staffed. This is a tremendous test of leadership. I would argue that despite, or because of, the tough economic times, this is a time of real opportunity for us to get better as a country, and I don't want to waste this opportunity.

What have you taken with you to Washington from your experience as superintendent of schools in Chicago?

What's been germinating in me from the time I was a little boy going to my mother's after-school tutoring program is just how critically important it is to teach our children to read. That's the foundation; that's the fundamental ability for everything. ■

NYPL Integrates Fiction and Research Catalogs

The New York Public Library has rolled out a new catalog and OPAC, integrating its fiction and research collections into one interface. The interface and back-end database, which the library calls the Catalog, is powered by Innovative's Encore software and appears to end users as a pared-down, minimal version of the old systems, but its introduction was anything but simple.

The hardware and software for the Catalog cost \$7 million, funds that were supplied by the city along with private financing. The integration was three years in the making, with a team of 12 dedicated to the project. In addition to the data migration itself, user testing played an important role in the overall project. A user experience team focused on identifying features and interface design desired by end users. A million-record database representing research and circulating collections was loaded on a server dedicated to testing and training; the server was a test case prior to the full 8-million-record version's release.

The final integration took place over two days. On Friday, July 3, patrons were using the former CATNYP and LEO catalogs; the following Monday the new ILS was up and running.

The initial launch was met with some technological problems, which reflected the enormity of the task of

moving millions of pieces of data in a relatively short period of time, according to NYPL spokeswoman Nadia Riley. These initial problems caused long lines at circulation desks and upset some patrons, but two days later the Catalog was operating more smoothly. By July 10, "all major functions were restored," NYPL's Heidi Singer said in the *New York Times* City Room blog July 20.

The research and circulating collections were previously cataloged using different ILS software, as well as with different call numbering systems, Dewey and NYPL's own unique system, respectively. Branch and research libraries were formerly run as separate units, further adding to the division between the old catalog systems. Combining the two catalogs unifies the library, according to Riley, and creates a more powerful and

seamless search function.

Before, users struggled with static search structure available for circulating materials, according to NYPL. Now the functionality, although visually simple and intentionally Google-like, offers researchers and casual library users advanced

search tools. Combining several Innovative modules, the Catalog allows users to get results that pull from all the library's collections, throughout various divisions and formats. The new catalog also offers more-advanced searching tools that enable re-

searchers to conduct highly precise searches with options for narrowing results, such as language and publication dates. Researchers can also see all the libraries' holdings through multiple collections. Researchers and casual users alike can explore the collection thematically through tag clouds. NYPL soon plans to offer public interfaces in Spanish, Chinese, and Russian.

NYPL is not alone

Consolidation, partnership, and mergers are not uncommon in the library world. Patrons' need for finding information quickly and simply—before they just give up and go to Google—paired with budget cuts that make consolidations practical, if not necessary, strengthen the trend.

NYPL's combined catalog fixes a problem in the patron experience—having to go to two separate interfaces to search what patrons may perceive as one big collection—but NYPL is not alone. A similar data merge was underway this summer at the Hennepin County (Minn.) Library, a recent consolidation of the two library systems in Minneapolis and Hennepin County (*AL*, Mar. 2008, p. 19).

As part of the library systems' consolidation, the two catalogs were scheduled to be fully integrated August 27, reducing operating costs and giving patrons and staff access to 5 million books, CDs, DVDs, and other items in one interface. The merger involved moving 1.5-million records from the former Minneapolis Innovative Interfaces ILS to the suburban libraries' Horizon system. —S.F.

The research and circulating collections were previously cataloged using different ILS software and call-numbering systems

TECH NEWS IN BRIEF

Montana Recognized for GIS The Montana State Library's Natural Resource Information System (NRIS) received a Special Achievement in Geographic Information Systems Award at the ESRI International User Conference in San Diego July 15. NRIS created the Montana GIS Portal (gisportal.mt.gov) to improve the dissemination of natural resource data in September 2008. "NRIS is truly setting a gold standard for organizations from around the world in its use of GIS technology," said Montana State Librarian Darlene Staffeldt.

Browser Battle *PC Magazine* rated Firefox 3.5 as the top web browser July 16, citing its "willingness to champion emerging web standards and continue to improve speed," as well as its extensions and customizability. The magazine found something to like in all of the major browsers, however: Google Chrome 2's speed, Internet Explorer 8's browsing aids, Safari 4's interface innovations, and Opera's Unite project, which turns the browser into a server.

Fight the Spam Harvest *Technology Review* reported July 15 on how spammers find e-mail addresses. The addresses posted in comments are far more likely to draw spam than those provided to legitimate sites during a registration process. However, relatively simple address-alteration techniques, such as replacing the @ symbol with "at" in an e-mail address, are still relatively successful at confusing spammers.

Old Maps on New Phones The Centered Librarian (centeredlibrarian.blogspot.com) reported July 31 on the forthcoming Old Map App for the iPhone. The Old Map App layers historical maps on a modern coordinate system to com-

pare maps of the same location at different times. A mailing list at oldmapapp.com will alert prospective users when beta testers for the app are sought.

Better Search Through Play Microsoft has released Page Hunt, a free online game intended to gather information on user search habits that can improve search algorithms and rankings. The game displays a web page, and asks players to guess the search terms that would find that page among the top results in Microsoft's Bing search engine. Developers hope that the data garnered from the game will help the search engine

better handle alternate versions of terms, like acronyms and initialisms, or more complicated conceptual shifts like using "jlo" for Jennifer Lopez. The game can be played at pagehunt.msrlivlabs.com.

No Place Like 127.0.0.1 *Wired* magazine's GeekDad blog published a list of 100 essential geek skills and knowledge nuggets July 10. Among them: recovering data from a dead hard drive, stealing Wi-Fi from neighbors while retaliating against neighbors who steal Wi-Fi from you, running multiple monitors on a single computer, and understanding the sublime comforts of 127.0.0.1.

COMPUTERS FOR CARING



Caleb Perez uses one of six Classmate PCs at the Newberry Branch of Alachua County (Fla.) Library District Kids Laptop Connection. The library received a \$4,000 Community Libraries in Caring grant from the Florida Department of State to purchase six computers for the program, which provides access to computers and 14 educational applications to elementary and middle school students. Participants receive internet safety education before using the machines.

Gaming, All Grown Up

Library gaming programs offer transformational experiences for youth and adult users alike

by Jenny Levine

We may remember 2008 as the year in which gaming became just like any other service in libraries, with librarians implementing gaming initiatives that look very much like those we already offer for books, movies, music, and computers for as varied an audience as other library services are offered. As gaming in libraries has become more of a mainstream service rather than a curious exception, anecdotal evidence has appeared on mailing lists, in newspaper articles, in conference presentations, and on blog posts,

and general themes have begun to emerge. Overall, it's clear that there are some common lessons libraries are learning from implementing gaming, and as with everything else in our profession, librarians want to share those lessons with their colleagues.

As gaming programs become more and more common, it's im-

portant to understand the facts about gaming and children, as well as common misconceptions. Much has been written about the idea that there is a connection between a child's video game use and violent behavior. Lawrence Kutner and

Cheryl K. Olson, cofounders and directors of the Harvard Medical School Center for Mental Health and Media, wrote the book *Grand Theft Childhood* (Simon and Schuster, 2008), which debunks some common myths about gaming and children. They found that the statistical link between gaming and violent behavior was tenuous at best, and that gaming actually helped children learn valuable skills like collaboration, problem-solving, teamwork, and coping with negative emotion.

A library gaming program is not just a source of entertainment; it can further engage the library and its patrons with their community. The transformations that occur when libraries bring people together around content cannot be dictated, forced, or structured. And yet, many libraries are now using video games as an infrastructure to provide transformational experiences



Gaming is just one more way that libraries can continue to offer a mix of recreational, social, and communal activities.

The screenshot shows the homepage of the website 'Grand Theft Childhood?'. At the top is a navigation menu with links: HOME, MYTHS, EXCERPTS, SUMMARY, THE AUTHORS, RESEARCH PAPERS, FOR PARENTS, SPEECHES, REVIEWS, RADIO INTERVIEWS, MEDIA, CONTACT. A red circle with the number '1' indicates 'ISSUE 1'. The main title 'GRAND THEFT CHILDHOOD?' is in large, bold, red letters. Below the title is a photograph of two children sitting on a couch, each using a laptop. To the right of the photo is a book cover for 'GRAND THEFT CHILDHOOD: THE SURPRISING TRUTH ABOUT VIOLENT VIDEO GAMES' by LAWRENCE KUTNER, Ph.D. and CHERYL K. OLSON, M.D. Below the book cover, it says 'AND WHAT PARENTS CAN DO' and 'PUBLISHED BY SIMON & SCHUSTER, 2008'. At the bottom of the screenshot, there is a blue banner with white text: 'Breakthrough Harvard Video Game Study: Are We Worried About The Wrong Things?'.

Grand Theft Childhood?, the website associated with *Grand Theft Childhood: The Surprising Truth about Violent Video Games* (www.grandtheftchildhood.com)

JENNY LEVINE is the internet development specialist and strategy guide for the American Library Association's information technology department.

for traditional nonusers in order to connect with them on a personal level. When this happens, these connections become just as powerful as the ones today's adults experienced in their youth, and they give these teens that same sense of engagement with their libraries. For instance, the John C. Fremont Library District, a small, rural public library in Florence, Colorado, managed to completely reinvigorate its relationship with children and teenagers in their community by offering Wii gaming tournaments.

Reaching new users

Of course, the appeal and utility of gaming in libraries is not limited to children and teens. The average age of today's gamer is 35. Libraries can reach out to twenty-somethings and thirty-somethings, a traditionally underserved audience itself, using a variety of gaming programs. At the Oak Park Public Library in suburban Chicago, after-hours gaming events

Gaming may be a good opportunity to try something new with a low barrier to entry.

geared towards these "Genre X" (the library's term for patrons in the 20–35 age range) patrons were ex-

tremely successful and generated interest in the library beyond gaming.

In addition to helping to increase the syn-

ergy between library and community, gaming can also help the library in a very practical sense—it can be used as a means of fundraising. The July issue of *Library Technology Reports* looks in detail at another suburban Chicago facility, the Downers Grove Public Library.

This library booked Rick Bolton, founder of Library Mini Golf, to stage an event where patrons could play at a temporary course set up in the building. By admitting patrons for a small fee, the library was able to support both its profile and its budget.

Like any other library program,

When making gaming part of your library, the best approach is a carefully planned one.

when making gaming a part of your library, the best approach is a carefully planned one. The Nebraska Library Commission learned this lesson the hard way when it used library funds to purchase some gaming equipment. While the commission made an effort to keep the public informed of what they were doing, a minor public uproar ensued when some officials failed to understand the context and accused the librarians of a misuse of public funds (*AL*, Apr., p. 16).

A glance at other popular media (music, movies, television, books) highlights escapism and a connection to our local community as dom-

inant themes in a world hit hard by a global recession. Gaming is just one more way that libraries can continue to of-

fer a mix of recreation, social, and communal activities in a safe, non-commercial space. The case studies in this issue of *LTR* show there are benefits, unintended consequences, and valuable interactions that don't happen anywhere else in the community when libraries provide communal gaming spaces.

Whether your goal is to offer recreation around content (similar to book discussion groups and craft programs), social communal space (adult programming, rooms for knitters), literacy programs (storytime), interactions between different demographics (family events, multigenerational programming), or something else altogether, gaming may be a good opportunity to try something new with a low barrier to entry in terms of cost and resources. Ask yourself what outcomes you want to achieve at your library, and reflect on these case studies to see how gaming can help you achieve them. ■



Teen Halloween Party (2008) with video games at the John C. Fremont Public Library.

Diamonds in the Rough

Playing the numbers game shows the evolution of the web

by Joseph Janes

Rabid “Internet Librarian” fans may remember that for my 50th column (AL, Feb. 2007, p. 27), I Googled the number 50 to see what came up and what Deeper Implications might emerge. This, by my count, is number 75, so I figured, “What the heck.” I briefly toyed with the idea of searching for “diamond,” but thought for once I’d be consistent and so opted with searching for “75” (as digits).

No shock that the first hit was the Wikipedia entry on the year 75. A bit of a yawn; next to nothing happened, unless the birth of the Roman historian Suetonius thrills you (in which case the rest of this will be like a roller coaster ride). The second was another Wikipedia article, about Interstate 75; substantially longer and yet somehow less interesting.

What does intrigue me is that just over two years ago, when searching for “50,” Wikipedia didn’t emerge on that first page or even beyond, so I didn’t write about it. In that short a time, it’s now commonplace for a Wikipedia entry to be among the first few results of a Google search; not *quite* to the point of being expected or missed if not there, but maybe moving in that direction?

In the no-stone-unturned category, I also got i75online.com, which bills itself as “the support site for those driving to and around the ‘Sunshine State’” and is largely meant to sell guidebooks, though it

does also usefully give gas prices at exits along the interstate.

Next was a bus timetable, for route 75 of the Metro transit system here in King County, Washington. Eerie coincidence? Geolocation search? More than likely a combination of the two; in the first page of results, I also got similar hits from the TriMet system in Portland, Oregon, and the T in Boston.

I also got a couple of random vanilla YouTube hits. I didn’t get any videos last time either; the YouTube phenomenon is also relatively recent, and illustrates how quickly a new medium (of sorts) can emerge and become ingrained in the popular culture.

With her “Just Dance” bopping away in the background of the Suzzallo Library coffee shop where I was working, I had to see whether 75orless.com had any reviews of Lady Gaga’s oeuvre. Sadly, I was disappointed; I would have enjoyed reading a 75-word-or-less critique, which seems more than sufficient for her. In a Twitter world, 75 whole words is quite luxurious in its way. Who says that the written culture is being atomized beyond all recognition?

Diamond dregs

Down the pages, long after most people would stop looking, we get

the flotsam of the modern digital culture: businesses and addresses with 75s; *Urban 75*, an underground e-zine, chapter 75 of the Electronic Code of Federal Regulations; the site for the 75th space shuttle mission in 1996; “75 Sets of Unusual Photoshop Brushes”; “75 Years of Band-Aid” (a fan site); “75 Green Businesses You Can Start”; and so on.

Obviously, this is random and probably of little lasting import. The 2 billion hits I got (compared to the 3 billion for “50”) gave me little

that was profound or challenging or even particularly diverting. It seemed utilitarian,

which is perhaps the most apt metaphor for search these days—truly a means to end but of no great intrinsic interest. Except. . . .

The final entry of the first 10? I was pleasantly surprised to find that it was Federalist Paper No. 75, Alexander Hamilton writing as Publius on the treaty-making power of the executive in 1788. It was strangely reassuring to see this come up; any information tool that serves up reasoned political theory these days has got to be good for something. . . . but that’s another story. ■



It’s now commonplace for a Wikipedia entry to be among the first few results of a Google search.

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

Apply by November 2 for a Great Stories CLUB Grant

Connect with hard-to-reach, underserved teens by conducting a Great Stories CLUB reading and discussion program in your library.

Online applications will be accepted through November 2 at www.ala.org/greatstories.

The Great Stories Club reaches underserved teen populations through books that are relevant to their lives. Libraries located within or working in partnership with facilities serving troubled teens (including juvenile justice facilities, alternative high schools, drug rehabilitation centers and nonprofits serving teen parents) are eligible to apply.

Teen participants are invited to read and keep three theme-related books, as well as discuss each title with a group of their peers. The program's ultimate goal is to inspire young adults who face difficult situations to take control of their lives by embracing the power of reading.

YALSA's Outreach to Young Adults with Special Needs Committee selected "New Horizons" as the Great Stories CLUB theme, along with the following titles:

- *One of Those Hideous Books Where The Mother Dies* by Sonya Sones (Simon & Schuster, 2005)
- *The Afterlife* by Gary Soto (Harcourt, 2005)
- *The Rules of Survival* by Nancy Werlin (Speak, 2008)

For more information on the Great Stories CLUB, including guidelines, book descriptions, application instructions, and feedback from past participants, visit www.ala.org/greatstories or contact publicprograms@ala.org.

The **Great Stories CLUB** (Connecting Libraries, Underserved teens, and Books) is a book club grant program organized by the American Library Association Public Programs Office, in cooperation with the Young Adult Library Services Association (YALSA). Funding was provided for this program by Oprah's Angel Network.

INSPIRE GROWTH

Prioritizing the Patron

Vendors and librarians reaffirm their shared goals at ALA exhibits

by John Blyberg

As a library technologist, I've always tried to achieve harmony between the practicalities of our profession and the application of technology. So when I look at specific solutions, it's always through a critical lens: "Is this something that will add value to my institution? How will this technology work with the rest of my library?" I ask myself.

Two different pieces of very good technology can be incompatible when deployed without regard to how

they fit into the ecology of the library as a whole. Too often, vendors fail to understand customers' needs and simply unload their products like

ballast water into an inland lake. That's a business model that may work when budgets are not cut down to the bone, but nowadays libraries are having none of that. They are still purchasing and doing business—they're just doing it smarter.

Recently, I surprised myself with the realization that one of the most enjoyable parts of my job is maintaining our vendor relationships; it takes some measure of creativity to find the niche where a partnership becomes mutually beneficial. And even though there is a fundamental difference between the purpose of the library and the purpose of the vendor, there is a



Exhibit aisles teem with record-breaking foot traffic as conference-goers preview vendors' newest products and reaffirm old ties.

point at which our purposes intersect and we can both walk away satisfied and with the end user better served. That's good old-fashioned business, and perhaps our economic downturn

will have the positive effect of helping all of us remember how it's done.

That's just what I was seeing on the exhibit floor at this year's ALA Annual Conference. A common question I



Libraries are still doing business; they're just doing it smarter.

asked was, “What is your strategy this summer?” A number of vendor representatives indicated that they were not expecting to make many sales this year, but they were on the exhibit floor to have a presence and keep up their existing business relationships—to simply be available to talk with and reassure their customers.

Going steady

That trend was reflected by the sharp decline in the number of “big ticket” announcements that are so characteristic of Annual Conference. The small-to-midsize companies seemed to be holding the line, while a number of big-name vendors occupied noticeably smaller booths. Absent, too, were many of the big parties; instead, there were low-key receptions. In an environment where cuts, layoffs, and closings are battering libraries everywhere, these sorts of changes represent the type of restraint I had hoped to see. Also, there really is no money right now for shrimp cocktails and chocolate fountains.

A focus on business relationships seems to be paying off for **Serials Solutions**, which at the Midwinter Meeting in Denver had unveiled Summon—a next-generation discovery tool with a Google-like single search box. The firm’s first Summon site, Grand Valley State University in Allendale, Michigan, went live just prior to Annual. Summon seeks to make federated search obsolete by pre-harvesting and indexing content from existing database providers. So, the success of the product hinges entirely on Serials Solutions’ ability to get those providers to sign on.

The company seems to be doing just that. **ProQuest** and **Gale**, who bring content from 4,700 publishers to the table, have bought into Summon. They are joined by many others, including **Springer**, **Taylor and Francis**, **SAGE**, **IEEE**, **Emerald**, and **Scitation**. Just days before Annual, **LexisNexis** announced that it, too,

would help grow Summon’s index. The Summon product itself is emblematic of a general contracting of many smaller parts into a more manageable whole. Even its simplified single-search box betrays a shift in attitudes: The “end user” is no longer considered to be the librarian, but the people who are served by libraries.

Take, for instance, ProQuest’s mysterious announcement of the “All-New Platform.” ProQuest claims that its new product will “facilitate and simplify access to [a] broad range of authoritative resources, content, and services.” What is it? I’m not quite sure, but it’s been built from the “ground up based on years of extensive student observations, surveys of more than 6,000 end users, focus groups, and individual interviews,” according to the firm’s press release.

It seems clear that the Ann Arbor-based company expects “All-New” to be a piece of serious Detroit iron. I have to wonder, however, if it will play nice in the sandbox with Summon—an interesting development to watch since Serials Solutions is a ProQuest company.

If the company we keep is any reflection on who we are, then the partnerships being formed by 3M suggests that the company has a vision for the 21st-century library. The impression most people have of 3M is of a large, stable, Fortune 500 company (after all, the three Ms stand for Minnesota Mining and Manufacturing). But a quick glance at the type of partnerships 3M’s Library Systems division has been forming over the last several years should raise an eyebrow. Its most recent alliance is with **Vocera**, a company that provides a wearable, wireless, hands-free communications platform used in many

public service arenas where mobility is critical. Why is 3M partnering with Vocera? Rob Noirjean, 3M’s marketing operations manager, answered quite simply, “It improves productivity and efficiency in libraries.”

Partnering locally

In fact, that is how 3M evaluates all potential business partners. “We seek out regional partners,” said Noirjean, “and work with the best in that region.” Firms such as **Comprise Technologies**, which sells integrated PC reservation systems and point-of-sale software, and the materials-handling engineering firm **FKI Logistex** apparently fit that bill and enjoy partnerships that are part of a long-term strategy. “I never thought I’d be working with so many companies,” Noirjean said.

3M’s partners benefit as well. Cory McCoy, general manager for FKI North America, stated, “3M filled a void at FKI Logistex with their highly skilled sales force whereas we did not have the sales force in the regional areas that could recognize the needs of the libraries.” And that

benefit is felt by libraries. 3M’s vertically integrated business approach is cost-effective and helps eliminate much of the inefficiency and disharmony that often manifests when we try to get our systems and processes to interface with one another.

Efficiency and productivity are certainly elements that libraries are putting much more stock in these days. In fact, libraries are reexamining the concept of value itself. **Equinox’s** Community Librarian Karen G. Schneider cited that reexamination process as a reason why the open source ILS vendor is booked with in-

Efficiency and productivity are certainly elements that libraries are putting much more stock in these days. In fact, libraries are reexamining the concept of value itself.



Conference-goer Michael Nolen (right) and friend take a break in the exhibit hall to have a meeting of the minds.

stallations through next spring. **LibLime** makes a similar claim.

“The pragmatists are coming on board now,” said Schneider, explaining that library workers who didn’t catch open source fever initially are now looking at open source systems like Koha and Evergreen. In turn, the closer scrutiny of those recent OSS adherents is winning over the next phase of purchasers who need still more convincing. Schneider went on to say that libraries are “much more aware of resources and where they go. Open source offers much greater ROI, more accountability, and security.” With the imminent release of Evergreen 1.6, Equinox is gearing up for even more business. Its website is currently advertising several job openings “and those are all growth jobs, not spec,” added Schneider.

LibLime CEO Josh Ferraro offered an additional, more altruistic appeal—contributing source code to the library community. Both LibLime and Equinox contribute work back to their respective open source projects. LibLime has extended that concept to cataloging with its free *biblios.net* platform. As I mentioned after Midwinter (*AL*, Mar., p. 30), *biblios.net* has the potential to profoundly change

the way we do cataloging. Ferraro explained that libraries could approach cataloging “in much the same way software developers approach version control.” Catalogers can “commit” records back up to *biblios.net*, and any library in the world can leaf through the different versions of a single record, looking for the right one, or modify an existing record to meet their needs.

If that sounds suspiciously like cloud computing, that’s because it is. In fact, Ferraro pointed out that LibLime has fully embraced the cloud. The vast majority of LibLime’s customers are virtually hosted and take advantage of Amazon’s Elastic Compute Cloud (EC2), a service that allows users to purchase computer processor time. “It provides an incredible economy of scale,” said Ferraro. “It’s much cheaper than buying server hardware.”

Toward the clouds

During the LITA (Library and Information Technology Association) Top Tech Trends panel, however, Coalition for Networked Information Executive Director Clifford Lynch expressed concerns about reliance on the cloud, stating that data-loss, failure, and downtime are significant risks. By eliminating our own individual data centers, are we giving up control, redundancy, and flexibility?

That is a complex question that cannot be easily answered, because the nature of what “cloud computing” is varies significantly depending upon its application. One thing is certain, however: Despite any poten-

tial risk, many companies are moving their services into the cloud.

OCLC is among them. In fact, it is looking to be the cloud, and a big, heavy cumulous one at that. I’m referring, of course, to OCLC’s recent announcement (*AL*, June/July, p. 38) that it is moving its library management services to “web scale” (a techie term for “the cloud”). As Roy Tennant, senior program officer at OCLC, pointed out at the Top Tech Trends panel, computing started in the mainframe, evolved out to the personal computer, and is now returning to the mainframe in a better, faster, and infinitely larger home.

So, the cloud can eliminate our server rooms; materials handling can do our sorting; **Ingram, Baker and Taylor**, and **Midwest Tape** can do our processing; OCLC can do our cataloging; PC reservation systems and payment kiosks can promote self-service; and Summon can be the “Google of databases.” Where does that leave the librarian?

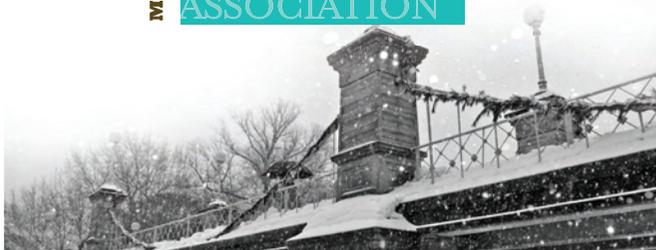
There is little doubt that these new elements are changing the face of libraries. In fact, a great deal of visible change is being driven by back-office transformation. As the economy pushes more libraries to embrace these efficiencies, the resulting shift in the fundamentals of library management will alter the ecology and culture of our institutions forever. The question then becomes: Will your library respond to that change or resist it?

Bad economic times are tough on us all, but they’re also an opportunity to build relationships, reflect, recalibrate, and prepare for the building to come. ■

JOHN BLYBERG, guest columnist for this issue, is assistant director for innovation and user experience at Darien (Conn.) Library and blogs at www.blyberg.net. Regular “In Practice” columnist Meredith Farkas will return in the October issue.

SEPTEMBER SAVINGS

BUNDLED REGISTRATION FOR THE 2010 MIDWINTER MEETING AND 2010 ANNUAL CONFERENCE



2010 Midwinter Meeting
Boston: January 15-19, 2010



2010 Annual Conference
Washington, DC: June 24-29, 2010

Once again ALA is offering a special bundled price on the Midwinter Meeting and Annual Conference if you register for BOTH during the month of September. You may also register for housing at this time if you take advantage of this great offer. You can save 20% over the advance registration price you would pay if you bought each event separately!

ACT QUICKLY!

The time is limited for this special offer. This deal expires on September 30, 2009 when the Midwinter Meeting Housing and Registration opens, so don't be left out. These are the lowest rates available for these two special events so take advantage of this great offer today. You must be registered for the Midwinter Meeting or Annual Conference before you can make your housing reservations.

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NOW!**

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*Please note: this offer applies to the basic registration only. When registration opens on October 1, 2009 for Midwinter and January 4, 2010 for Annual, you can go back into your registration and add any pre-conferences, Midwinter Institutes or special events to your registration.

Please see the special cancellation policy on the registration form.

How the World Sees Us

"Libraries raised me. I don't believe in colleges and universities. I believe in libraries because most students don't have any money . . . I couldn't go to college, so I went to the library three days a week for 10 years."

Science fiction author RAY BRADBURY, writing in support of the Ventura County (Calif.) Library, *New York Times*, June 19.

"Look, if you want a safe job, work in a library."

Moscow crime reporter SERGEI KANEV recalling the dangers of his profession, including an attempted strangulation with a wire earlier this year. "Moscow Crime Reporter, Facing His Obituary Daily," *New York Times*, June 7.

"A refreshing read in the A/C is just what July requires sometimes . . . That's why I love you, Library. You are always thinking of others."

Columnist Gwenn Garland, showing thanks to her public library. "Dear Wicomico Library: Why We Think You Are So Top Shelf," *Salisbury (Md.) Daily Times*, May 28.

"I was studying to be a librarian . . . The next thing we knew, we were running into Jamie Foxx on talk shows." Frontman PETER MOREN of Peter Bjorn

"No other civilization, ever, has had anything comparable to our [U.S.] public library system."

Pulitzer Prize-winning historian DAVID MCCULLOUGH touts the value of American public libraries before a reading of his new book at the Vineyard Haven (Mass.) Public Library June 12. "Historian Looks at Americans in Paris," *Martha's Vineyard Vineyard Gazette*.

and John, about his transition from would-be librarian to rockstar. "Peter Bjorn and John," *Interview*, May 2009.

"As a kid, I spent every summer bent over a stack of books, obsessively writing detailed reports on each one. I fondly remember the scratchy couches and Freon-cooled bliss of the Lemont [Ill.] Public Library."

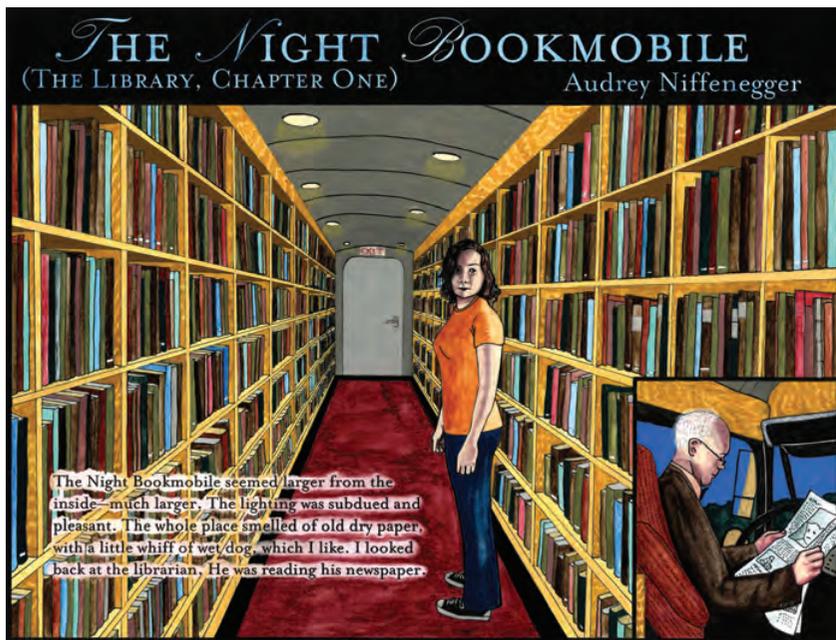
Author, screenwriter, and blogger Diablo Cody. "Summer Sucks," *Entertainment Weekly*, July 24.

"For me it was more fun doing banned book readings than to go to the Playboy Super Bowl Party."

Former Playboy Enterprises CEO Christie Hefner, at the ALA Annual Conference Opening General Session, July 11.

"In lean times and fat times alike, the public library is the one place where it's always OK to overindulge."

Cincinnati Enquirer Editor KRISTA RAMSEY on the value of the library as a resource center and sanctuary. "What Libraries Are Worth to Us," *Cincinnati Enquirer*, June 1. ■

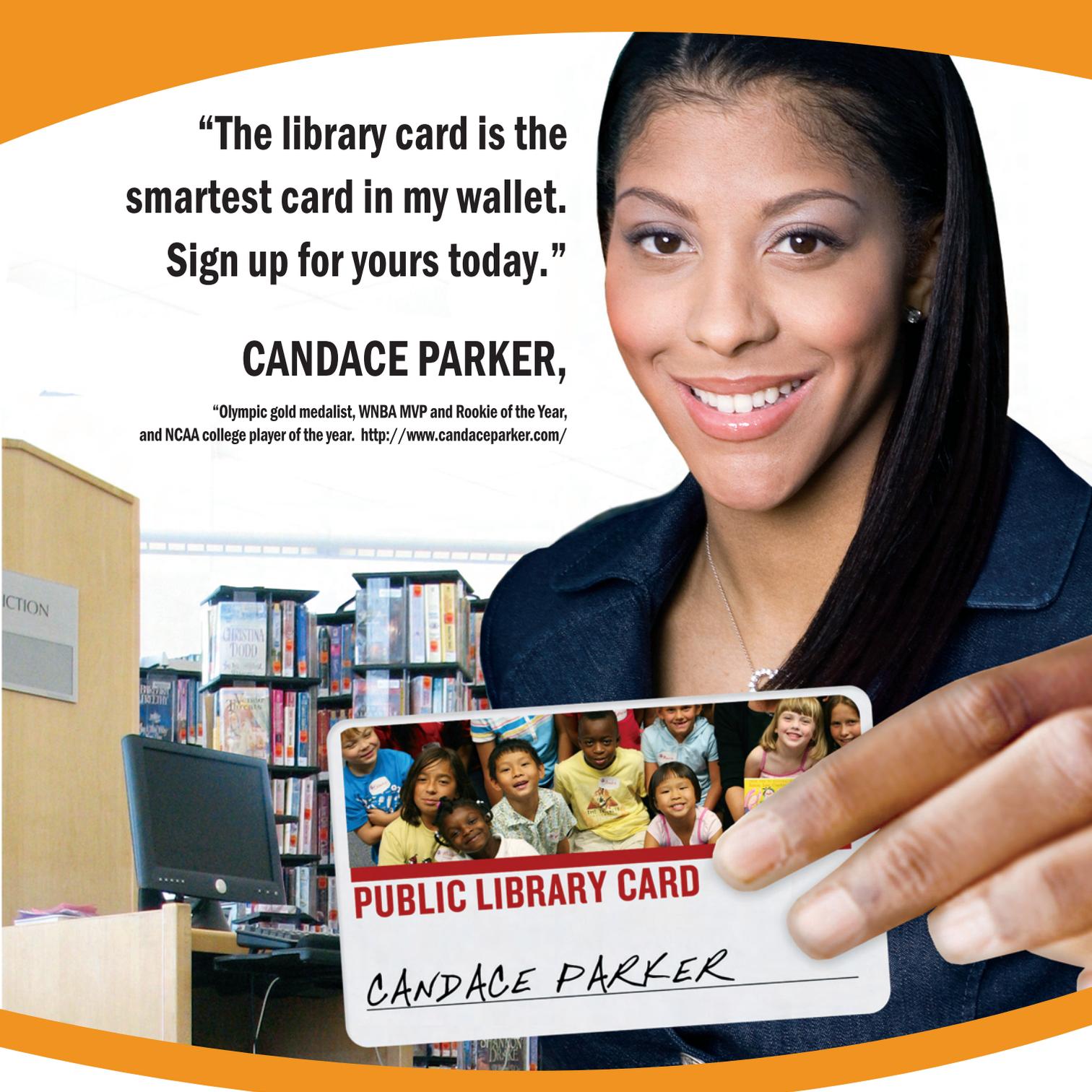


Artist Audrey Niffenegger displayed original illustrations from her serial comic *The Night Bookmobile* at Chicago's Printworks Gallery July 17–August 22. The comic, which tells the tale of an avid reader who stumbles upon a bookmobile containing every book she's ever read, originally appeared in the U.K. newspaper *The Guardian* in 2008. Illustration courtesy of the artist and Printworks Gallery, Chicago.

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Back to the Future

For the job market, forget the predictions

by Robert M. Stearns

Let's suppose you're a library school graduate. You take a year to land your first librarian job, only to promptly lose it in a round of layoffs. Of course, you're luckier than many other new graduates, who often settle for part-time work or end up as bookstore cashiers.

But meanwhile, in an alternate universe . . .

You're tickled pink that more students are entering library school, since large numbers of upcoming retirements are bound to create multiple job opportunities. Throngs of new grads are vital to alleviate the dreaded librarian shortage that's on the horizon. Their future's so bright, they'll think they need shades.

This may very well happen. After all, who has ever proven that there's no Oz, or that there's no place like home? Still, when it comes to prophecy, even the most credible palm-reader cannot guarantee that your tall, dark, and handsome stranger will appear on schedule. We may favor trends and graphs over crystal balls, but whether you wager on the Tarot card or use regression analysis, no instrument possesses the ability to transcend the ubiquitous present. As various wags have once pointed out, tomor-

row's sunrise is not a scientific fact, just a high probability.

Were I to play Nostradamus, I'd predict that most of these retirements of the positions themselves: "Goodbye person, goodbye job" is not an uncommon practice during library budget crises. I'd predict that many retirement-eligible people will decide not to retire at all because they can't afford to: With the stampede of baby-boomers now entering their golden years, retirement plans

may run out of funds, and many of us will be forced to work until the day we leave the office at 5 p.m. and fall face down in the coffin at 5:15. I'd predict there won't be enough libraries

left to hire anyone: I work in a state where the citizens just voted overwhelmingly to reduce revenue for libraries, even though their library usage has increased tremendously. However much we strive to market our services and advocate their importance, the cliché about leading a horse to water applies no less to the horse's hindquarters.

Predictions are pointless

What actually will happen regarding the employment picture is completely unknowable. It would be a disservice were I to advise prospective MLS students to head for the

hills, because I can no more foresee the job market than I can the stock market. Yet it would be no less extreme to tell the same student that upon graduation there will be jobs aplenty, for these newly minted librarians may instead find the cupboard bare.

That would be bad for us all. When librarians need jobs more than employers need librarians, employers have little incentive to offer reasonable pay, benefits or even safety. If you print more money, the value deflates; likewise, a surplus of librarians cranked out of library schools diminishes our perceived worth. Why should employers bother with attractive salaries when they know how grateful a librarian will be to get hired at all?

People should pursue a library degree only because they possess the rare talent and dedication necessary to provide excellent information service. To do so with the expectation of surefire employment is to court disillusionment and penury. The quality of the person sustains librarianship, not the quantity of degree-holders. This plenitude of job opportunities for librarians may indeed emerge, but it is only one possibility of many and no more likely—or unlikely—than a tomorrow filled with unemployed and destitute librarians who shiver on a cold night and abandon all hope that the dawn will ever come. ■

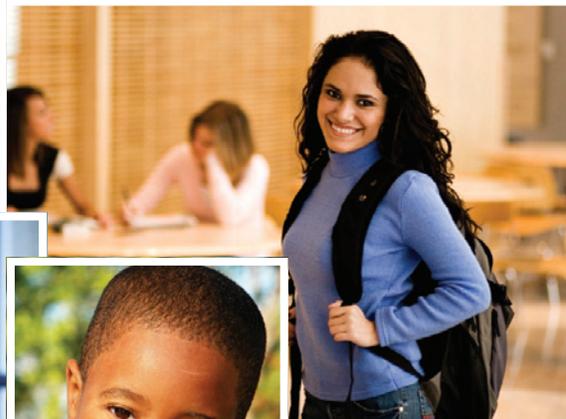
Robert M. Stearns is a reference librarian in the Broward County Library system in Fort Lauderdale, Florida.



Why should employers bother with attractive salaries when they know how grateful a librarian will be to get hired at all?

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PUBLIC

Necessities

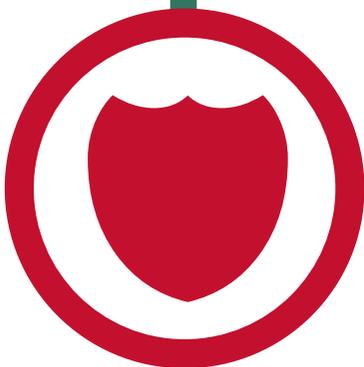
These are hard times for publicly funded libraries. Local governments have less money for *all* the services they traditionally fund, not just for us. It seems fair, if not desirable, that public libraries take our share of reductions. It's not that local funders don't love us any more, or don't understand our basics, like increased use in economic downturns. There simply isn't enough money to go around.

Public library advocates and staff must compete effectively for our share, for funds we do need. To be successful, we must understand clearly how others see us. As local governments work to apportion their reduced revenues among needy agencies in the queue of publicly funded enterprises, their decisions will reflect *their* understandings, not ours. Do they understand public libraries as necessities or amenities? Should they? Should we?

The nature of public support

Public libraries came into being to extend the reach of public education. The authorizing legislation in most states reflects the broad public understanding that we are about education and learning. Because the major authoritative resource for education in the 19th century was the book, we became about books and about reading, the skill needed to use them. Our forbearers, committed to the Enlightenment values of reason, freedom, and democracy, understood learning as important for the well-being of the body politic, not just for the improvement of individuals. They gradually developed systems of public schools and libraries so all might learn, regardless of station in life or personal resources. By and large they chose to support them with local property taxes, which meant wealthy communities had well-funded public schools and libraries and poor communities had to make do with less.

In the language of public finance theory, public libraries were funded because it was believed their existence and use had positive externalities, i.e., created desired social conditions for all, namely the educated citizenry required for effective democratic government. Our "justification" language through the years moved from being about the value of reading to the opportunities for economically struggling folks to "read their way up," and, in the 1960s, to the people's right to information. Our public statements contain threads of all our previously understood purposes, modified to



LIBRARIES: *or Amenities?*

by Eleanor Jo Rodger

include current technologies. But it's a fuzzy mix of language about importance, equity, and use that we apply to seek support for our budgets these days. At the desks of public funders, pleas for support in hard times sort themselves into two piles—community amenities and community necessities. Their decisions usually reflect an intuitive sense, shared by their constituents, of which is which and why.

In the realm of public management, “necessities” are understood to be those things that people have a right to because they are strongly held to be part of a socially valuable condition, such as an absence of danger in daily life. Funders and citizens believe they have a right to safe neighborhoods so fire and police services are supported as necessities. Publicly provided necessities are subject to citizen indignation when people perceive they are not distributed fairly. Periodic agitation for equitable schools, police patrols, and firefighter availability is familiar in most communities.

“Amenities” are publicly provided services that respond to individual preferences and are usually publicly funded because of economies of scale. For example, if the rationale for garbage collection is to keep neighborhoods looking neat, it can rightly be understood as an amenity because it offers aesthetic pleasure to individuals.

Public libraries don't fit neatly into one category or another because we do not do just *one* thing. We do many things for many people. Some of our services may be understood as amenities, some as necessities.

The great debate in the latter decades of the 19th century about whether fiction should be included in public library collections was intuitively rooted in this amenity/necessity distinction. Did reading fiction contribute to making democracy work better (the desired social condition) or did it merely serve the personal preferences of some citizens, making it an amenity? We smoothed over the issue by proclaiming the value of reading itself, no matter the nature of the text.

As a profession we have swung between explaining ourselves as an important amenity and as a valued necessity. In fact, some of our services are appropriately understood in each category.

Most public libraries doing surveys to discover why people use their services find that more than 50% of their uses are for “leisure reading or personal interest.” The resources and services that support this use are properly understood as amenities in the realm





of public finance. True, people do learn from reading both fiction and nonfiction for personal pleasure, but studies don't exist proving that leads to socially valuable conditions for the community as a whole. There are economies of scale in sharing access to books and other materials.

In mixed-income communities, access to the internet for all can comfortably be understood as a necessity. When certain job applications, communication from a child's school, or government information is made available only online, it is arguably a matter of fundamental equality of opportunity for all people to have free computer access at the public library.

Some services can be viewed either as amenities or as necessities. For example, if story hours are offered principally because children and their caregivers love them, they are properly understood as amenities. If they are provided in response to a shared community commitment to the right of every child to enter school ready to read, they are necessities.

If one claims "necessity" status for a particular library service, several conditions are required for legitimacy. The claimer must: articulate and show public support for the relevant shared public condition it contributes to, demonstrate how the service contributes to creating this condition (effectiveness), prove the service is available equitably to all, know how much it is used and by whom (extensiveness), and understand the resource costs of the service (efficiency).

Local variations occur in terms of whether library resources and services are understood and managed as necessities or amenities. Staff and board members are likely to have differing opinions within the same library system. An effective process can shape local discussions, leading to appropriate management decisions in hard times, as well as to appropriate strategies in community advocacy. Such a process should:

- List all current library services.
- For each service, state the goal in terms of intended benefits for the users.
- For each service, state the socially valuable condition maximized by the provision of this service, if there is one.
- Separate services into necessities and amenities.
- For each service classed as a necessity, state the knowledge base used to design the service, the known outcomes, the extensiveness of use, and the cost of resources used to provide it.
- For each service classed as an amenity, state the extensiveness of use, the cost of resources used to provide it, and the cost per use.

There are good reasons to support the amenities offered by public libraries as well as the necessities. Effective approaches to funders, either elected or appointed, differ.

Since most uses of most public libraries (leisure and personal interest) fall in the amenities category, support

from users can be mobilized. People who read five novels a week or who are doing personal research will flood city hall with objections to noticeable service reductions. Sometimes their passionate support for the library as a whole is sufficient to secure adequate funding, sometimes it is not.

As the 2008 OCLC study *From Awareness to Funding* demonstrates, however, library funding efforts often need supporters, not just users. Supporters believe in the transformative value of the public library in the community, even if they never use it. They believe in the importance of the "necessity" services for the whole community—homework help so all kids have a chance for school success, information for entrepreneurs so new businesses can be created and thrive, and so on. Libraries depending on their support must be able to go beyond anecdote in demonstrations of the outcomes of their transformative services. They should know, for example, how many people use the newly created job center, how many actually have found jobs, what percentage of the city's unemployed this represents, and how the resources are used and valued by job seekers and employers. Stories of success help, but in hard times, numbers matter most.

In tough times, simply staying on top of the various approaches effective in securing funding for the public library is hard work, requiring significant time and effort from library advocates and staff. Like all hard times, however, these offer opportunities to use the library's bully pulpit to go beyond advocacy for our own needs. This is a time when creating powerful statements of socially valuable conditions for the entire community can have a helpful, unifying effect as well as provide a rationale for library service necessities.

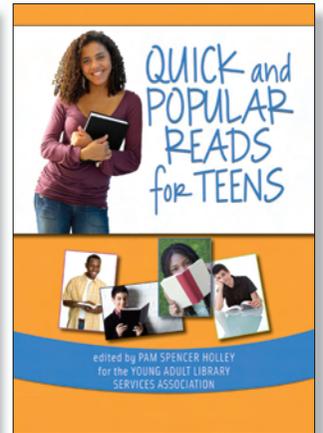
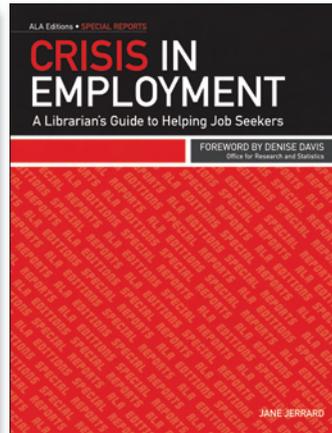
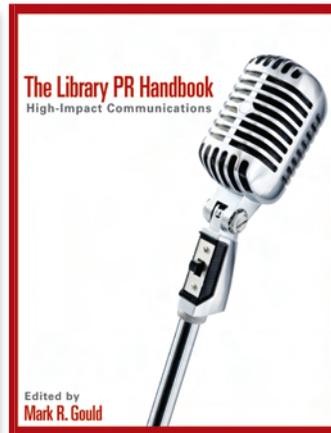
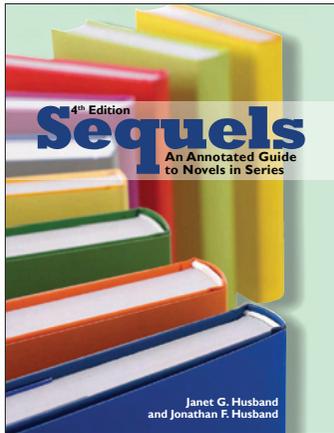
Libraries have moral authority in communities. We can assemble effective coalitions to develop public statements such as "A Children's Bill of Rights" making overt assumed fundamental rights such as "All babies and young children in our community have the right to grow up in book rich environments so they enter school ready to read." These statements will only be politically powerful if they represent a vision for the community and are crafted by an appropriate coalition of stakeholders. Ineffective if created by the library alone, they will rightfully be perceived as self-serving.

These hard times invite us to assume community leadership, not just library leadership. ■

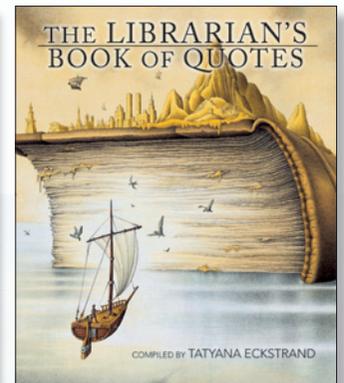
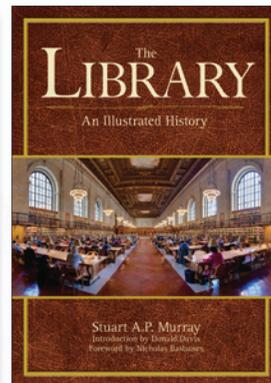
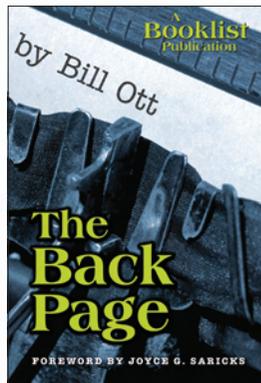


ELEANOR JO (JOEY) RODGER has served as CEO of the Urban Libraries Council and of ALA's Public Library Association as well as a practicing public librarian in rural, suburban, and urban libraries prior to her semi-retirement in 2004. She continues her connections to public libraries as a part time executive search and management consultant with Gossage Sager Associates/Bradbury Associates and as an appreciative customer of her local public library in Evanston, Illinois. This article derives from a consideration of the issues of public amenities and necessities with the board of trustees and administrative staff of the Fairfax County (Va.) Public Library. Thanks to Director Edwin S. Clay III and to the Library Foundation.

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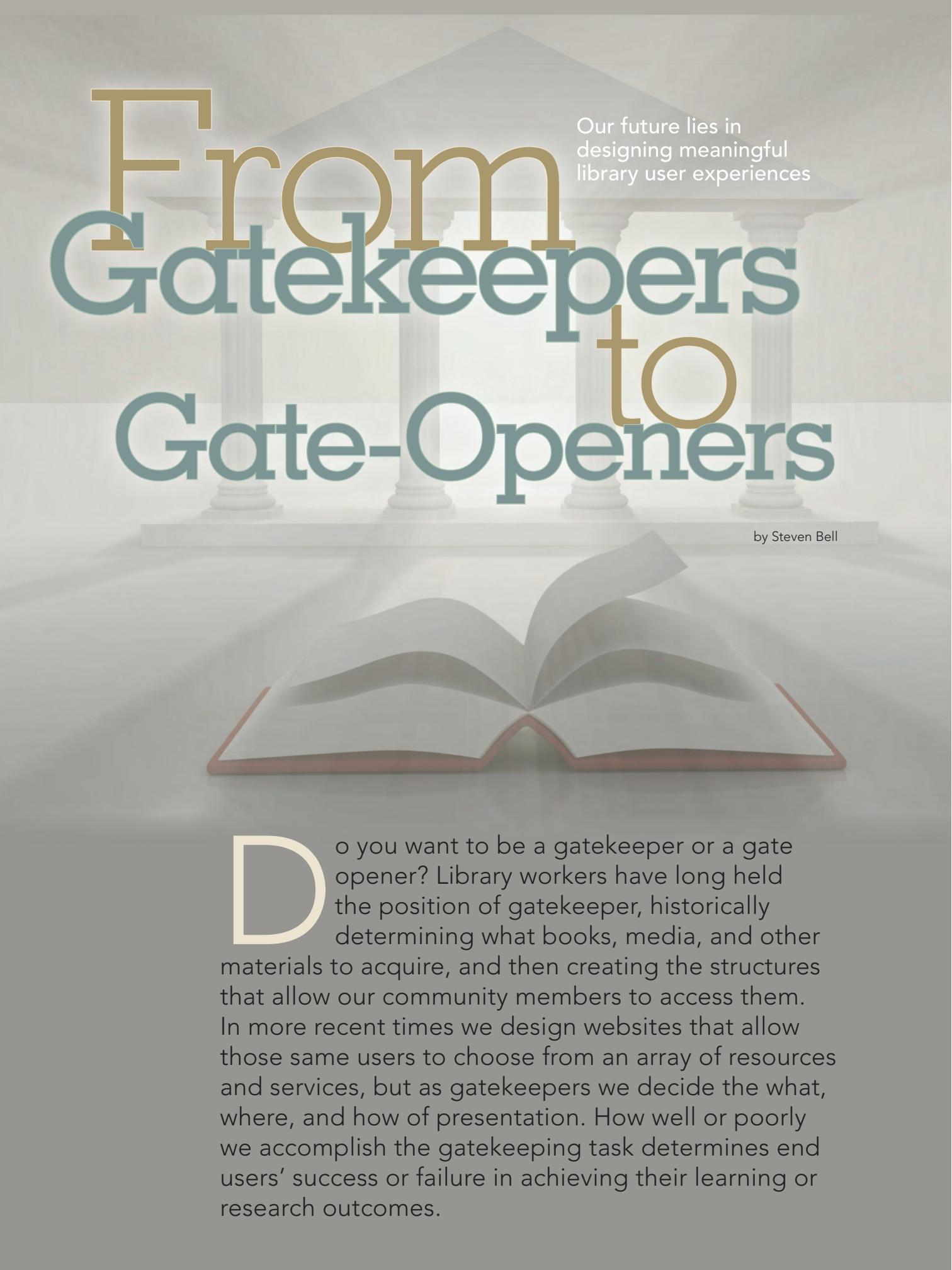


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From Gatekeepers to Gate-Openers

Our future lies in designing meaningful library user experiences

by Steven Bell

Do you want to be a gatekeeper or a gate opener? Library workers have long held the position of gatekeeper, historically determining what books, media, and other materials to acquire, and then creating the structures that allow our community members to access them. In more recent times we design websites that allow those same users to choose from an array of resources and services, but as gatekeepers we decide the what, where, and how of presentation. How well or poorly we accomplish the gatekeeping task determines end users' success or failure in achieving their learning or research outcomes.

As gatekeepers we can aspire to only a limited professional role: making information accessible. But in today's crowded information-provider landscape, that role fails to distinguish the many great assets libraries bring to their communities. Our future may depend on our ability to differentiate what libraries offer and what library workers contribute to communities. The library profession should consider an alternate vision for our future: the library worker as gate-opener. In that role we shift from a focus on creating access to resources to creating meaningful relationships with community members—both those who use and those who don't use our libraries. One way to differentiate ourselves while building these relationships is by designing great library user experiences.

Last year, I attended a presentation to librarians by author and entrepreneur Seth Godin, a leading authority on nontraditional marketing methods. One thing Godin said stood out in my mind as a critical piece of advice for library workers: "You need to stop being gatekeepers and start being gate-openers." He gave examples of profit and nonprofit organizations that created loyal and dedicated followers, groups he described as "tribes" that emerged as these organizations transformed their core purpose from gatekeeping to gate-opening.

Godin explained that people join tribes, whether as leader or follower, because it offers them something in their lives that provides meaning. In other words, they seek and find a unique experience. Likewise, Godin urged the audience of librarians to better understand what their community members need to accomplish, and to then open up the gates in order to deliver the resources they need for their learning, their research, their lifestyle, and their well-being, and to invite them to discover meaning through personalized relationships with library workers.

Delivering meaning

Our nation is still reeling from the shockwaves of a severe recession. As homes, jobs, and invested savings were lost, our country experienced a cultural shift. In the years leading up to the global economic crisis Americans were on a buying spree, much of it fueled by easy credit. Individual meaning was often found in the acquisition of material objects. In the aftermath of the economic meltdown both consumer confidence and spending took a nosedive. Americans ended their buying binge, which ended the culture of "stuff" in which accumulating goods was highly valued, but failed to end people's need to find meaning in their lives. That's where the cultural shift happened.

On his Marketing Knowhow blog, Harvard Business School marketing professor John Quelch observed a new type of consumer emerging from the collapse of mass consumption, whom he called "Simplifiers." One of the

four characteristics of the Simplifiers is of particular relevance: "They want to collect experiences, not possessions," Quelch noted, adding that experiences "do not tie you down, require no maintenance, and permit variety-seeking instincts to be quickly satisfied." A growing school of thought in the field of user-experience design promotes the idea of the experience as being about creating something meaningful for people, something that gives them intrinsic value for leading a better life.

The notion that libraries enhance the quality of life in their communities was central to the creation of www.atyourlibrary.org, launched this year by the American Library Association with funding from Carnegie Corporation of New York. Emphasizing services to families, youth, and job seekers, the @your library website for the public encourages consultation, exploration, and multi-media as intrinsic parts of library use.

If Godin and Quelch are accurate in their perception of the shift from consumerism to experience-seeking, that bodes well for libraries. Libraries are organizations dedicated to enabling citizens to prosper from the accumulation of knowledge, and to leverage that knowledge for personal satisfaction, advancement, or to help others. Libraries of all types are well positioned to design the type of experience that delivers meaning. But business-as-usual thinking is not likely to get us there.

During a presentation about user experience a few months ago, a librarian spoke up and explained how students came by her office seeking assistance with research; nothing that unusual, but she related how that made the students feel good about having someone provide them with personal, caring help. From her perspective, that was how she created meaning in their lives. My observation was that *she* was the library experience; the user community derived meaning from her support. She didn't create or give "stuff"; she delivered a meaningful experience. The profession's new mandate is to capture the essence of that experience and design it into the totality of library organization.

Our lives are a series of experiences. Some are memorable, others not so much. Think about your own experiences. In my workshops on user experience, librarians' personal examples include great dining experiences, shopping at retail establishments that make them feel special, and visits to resort settings such as Disneyland. Great experiences are memorable, special, and make us want to return for more.

Great experiences are memorable, special and make us want to return for more.

What you might not know is that many of these great experiences are not left to chance or random possibilities. Organizations with reputations for delivering great experiences succeed at it because of significant investments in experience design. But some experiences grow out of a confluence of circumstances such as location and a unique activity; then it is up to organizations to capitalize and build the experience. Think of the Pike Place Fish Market in Seattle, where the vendors wildly toss the fish that customers have purchased. How can the mundane act of buying fish be made into an experience so great that people from around the globe want to bask in the good feeling? When I encourage library workers to think about the design of a great library experience they express doubt or cynicism about the possibility. How can libraries deliver an experience? Well, if a fish market can do it, why can't a library?

Designing the experience

So what would constitute a great library experience? The obvious answer is great customer service. People like being treated well. When they get poor customer service they will likely go elsewhere.

You know your library offers great reference desk service or access services. Patrons tell you so. But what *aren't* they telling you? A great experience reaches beyond one or two desks and extends to each and every touchpoint in the library organization. That means anyplace where community members come into contact with your library—service stacks, the website, the OPAC, and even that student worker in the stacks.

It would be unrealistic to think we could engineer the experience in our libraries as well as Disney does at its theme parks, but perhaps we can be more like the fish market. Start by recognizing your library's core values. According to William Gribbons, business professor at Bentley College, user-experience design starts by understanding these values and making sure they are well articulated to everyone in the organization.

Information is available from too many sources, and to the casual user all information is the same in terms of quality. That's why differentiating the library is a critical part of user-experience design. If users perceive all information sources as the same then it really doesn't matter where they go for it. Experiences can be created around differentiation. That's largely how Starbucks achieved its incredible success. Pre-Starbucks there was no coffee experience; most retailers sold nearly identical or indistinguishable coffee products at a similar price. Starbucks created an entirely different approach to selling coffee

that focused on the quality of the beverage and the ambience of the location. Certainly offering new coffee drinks to the American public created some differentiation, but the crucial factor was the experience of the Starbucks store: It was about more than just buying coffee.

Viva la difference

Now here's the hard part. How can libraries achieve differentiation? In what ways can libraries offer a uniquely different information experience? That's where meaning comes into play. Libraries have always been about providing meaning to people, and now people in search of meaning could be looking to libraries to find a different information experience. In *Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences* (New Riders Press, 2005), authors Steve Diller, Nathan Shedroff, and Darrel Rhea describe 15 dimensions of meaning based on interviews with thousands of individuals who shared what matters to them, what they most value, and what is memorable. The list certainly will resonate with any library worker because libraries are all about delivering these types of meaning, among them:

- *Accomplishment.* Library workers help students and others achieve academic success, they help community members develop new skills and talents, and the act of reading a book is itself an accomplishment.

- *Beauty.* Libraries are places where community members can indulge in the appreciation of the arts.

- *Creation.* Libraries provide the raw materials that stimulate creativity, but unlike other information providers it offers real people with whom creative individuals can establish relationships.

The list goes on, encompassing *Community*, *Freedom*, *Enlightenment*, and *Truth*. It's clear that libraries can offer meaning across the entire spectrum of what is important to people. That is the answer to the "How can libraries design a differentiated user experience" question. Begin by designing a library user experience that focuses on creating meaning for people, and deliver it through personalized relationships and across all of the library's touchpoints.

Just as there is no single user experience for retailers, resorts, or cafés, each library's user experience will be as different as its history, community, and culture is from all other libraries. The library's workers, in defining their gate-opener role, must identify what will make its user experience unique. As with all new ventures, the hardest part is getting started. The first step is to be clear about what business the library is in. For too long the general assumption

is that the library is in the information business, or the community's perception is that the library is in the book business. In



Promoting the library experience: www.atyourlibrary.org

seeking the answer to the “What business are we in” question, we need to think less about the goods, services, and content libraries provide, and focus instead on the value that our user communities derive from the services and content.

Consider a staff exercise in which the question is framed as “The library isn’t in the business of connecting people with information, the library -----.” What comes next helps to define the library’s true business. And we can look to business for some examples. Harley-Davidson isn’t in the business of selling motorcycles; it sells the concept of freedom to middle-aged men. Black and Decker doesn’t sell drills; it sells holes in the wall. Again, focus on the value delivered, not the product or service.

As technology-based organizations, libraries may be particularly susceptible to disruptive technologies that hasten obsolescence. You’ve heard statements such as “They thought they were in the telegraph business, but they were really in the communication business” to describe companies that became obsolete because they poorly understood the nature of their business. It’s up to us to prevent libraries from becoming one more example of an industry that was disrupted by new technologies because it thought it was in the information business but

failed to understand what people really valued about its services. So start with the people in your community. Ask them why they use the library. Ask those who don’t use it why they don’t. Consider just observing how your community members use what the library offers. It should provide new insights into your library’s real business, and ideas for a truly gate-opening library experience.

In his closing remarks, Godin said that there was little any of us could do to convince those who thought they no longer needed libraries that they were wrong. Instead, he advised, we needed to humanize the library, to get out into the community and make the library not about the resources and the technology but about us. We needed to open the gates to ourselves. That, he stressed, lays the foundation for relationships to develop; then the community, even the naysayers, would seek us out. The library worker as gate-opener, I believe, is the essence of the 21st-century library user experience. ■



STEVEN J. BELL is associate university librarian for research and instructional services at Temple University in Philadelphia. He is co-author of *Academic Librarianship by Design* (ALA Editions, 2007) and lead blogger at *Designing Better Libraries*. For additional information or links to his projects, go to stevenbell.info.



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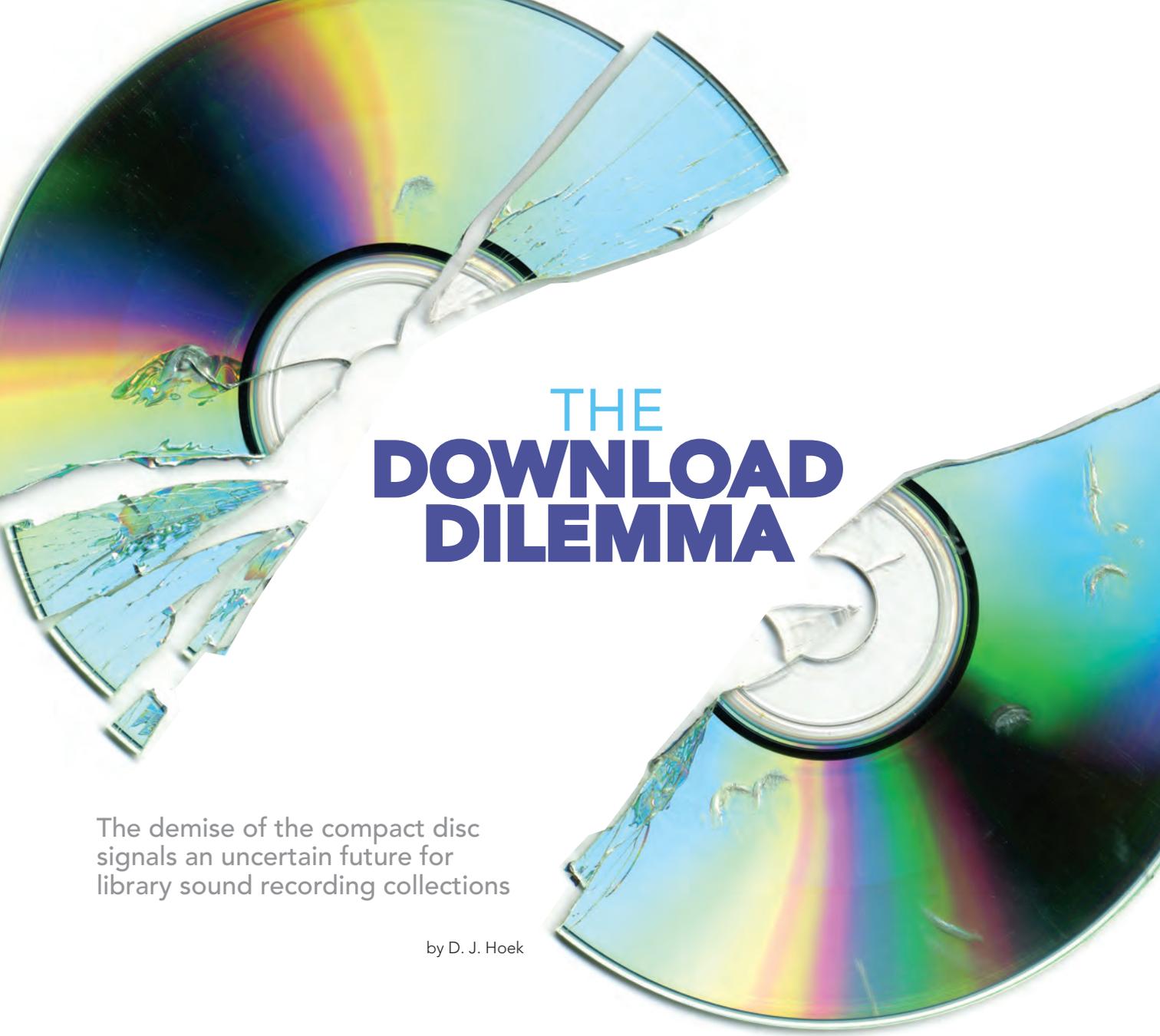
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THE DOWNLOAD DILEMMA

The demise of the compact disc signals an uncertain future for library sound recording collections

by D. J. Hoek

A little over a year ago, I received an e-mail from Cantaloupe Music announcing the release of a new live recording of Brian Eno's *Music for Airports*, available solely as a download-only digital file through iTunes and the label's website (Cantaloupe CA21045). At Northwestern University we typically buy most CDs released by Cantaloupe, so I investigated what our options were for acquiring this recording and learned that, due to licensing restrictions, the downloaded file could be sold "to end user customers only." That phrase comes from the iTunes "terms of sale," which has largely set the tone for all music download licensing agreements.



To be sure I understood the licensing terms, I conferred with our library's copyright officer; just as I suspected, she told me that our library would not be considered an end user, and so could not download the file and make the recording available to our patrons. Further pursuit of this matter led me to a conversation with an Apple spokesperson who confirmed that "the terms of service dictate that iTunes is for personal use only" and that "libraries are not permitted to purchase music through the iTunes Store." Meanwhile, I have seen more examples of download-only recordings being released; from discussions with other librarians, I know there are many who have found themselves unable to provide their users with certain recordings available only as digital files. I am not an expert on current or future technologies, and I certainly am no authority on copyright or licensing, but I do have a particular interest in building, preserving, and providing access to music collections. It appears that recent changes in the distribution of sound recordings are challenging our ability to continue this most foundational aspect of our profession.

The download-only trend

Initially, it seemed that download-only releases were being put forward only by small, niche companies like Cantaloupe or as special bonus tracks or EPs by larger labels such as Nonesuch. But this has changed, and it is clear that the recording industry—including the classical music recording industry—has already taken large strides toward a substantially, if not exclusively, online means of distribution.

The most convincing example I know of this change and its effect on our libraries can be seen in the Los Angeles Philharmonic's recording of Hector Berlioz's *Symphonie fantastique*, under the baton of Gustavo Dudamel (Deutsche Grammophon 4777822). Released in May 2008, it received two nominations and took one prize at the 51st Grammy Awards. By all counts, this is a notable new recording of a standard work on Deutsche Grammophon, arguably the most prominent classical record label in the world, by a major orchestra with a superstar conductor. But this recording is in none of our libraries. As a download-only release available through iTunes or from the Deutsche Grammophon Web Shop, this music is available directly

WITH THE LEGAL RESTRICTIONS SURROUNDING "DOWNLOAD ONLY" FILES, LIBRARIES ARE NO LONGER ABLE TO CAREFULLY DEVELOP COLLECTIONS THAT PERTAIN TO THE COMMUNITIES WE SERVE.

to consumers, but licensing limitations keep it from becoming part of library collections. In fact, the terms of use on the Deutsche Grammophon website spell out the restrictions even more precisely than iTunes does, stating that the sound file must be used "for your own personal entertainment use and not for redistribution of any kind."

Although I had never thought of it in these terms, it seems that we librarians are in the redistribution business, or at least we have been. Libraries have a long history of adapting to new sound-recording formats, but throughout those changes, we have been able to continue purchasing, cataloging, housing, and coordinating access to the recordings our patrons needed. With the legal restrictions surrounding download-only files, however, libraries are no longer able to carefully develop collections that pertain to the communities we serve. That is to say, a Northwestern conducting student hoping to study Dudamel's interpretation of Berlioz cannot be helped by our library. Although libraries may be unable to purchase download-only files, our patrons' desire to hear music for study and entertainment hasn't changed. Presumably the licensing restrictions for downloaded music were put in place to inhibit illegal file sharing; but one colleague of mine wonders if the unavailability of these recordings in libraries just steers many listeners back to peer-to-peer sources: "Whereas traditionally the library was a place where someone could come to explore different kinds of music they were curious about, now I hear students say to each other, 'If you want to hear that, you can get it free' at such-and-such site, or 'I'll burn you a copy.'"

The preservation paradox

Along with providing materials to a particular user community, another fundamental role of libraries has been to preserve cultural heritage, but the situation with download-only recordings precludes us from continuing these efforts. Preservation is a costly undertaking, and libraries and archives are much more committed to this investment than are the companies that produce and own the rights to sound recordings.

My first library job was working as a student assistant in Bowling Green State University's Music Library and Sound Recordings Archives. For one of my first tasks, I was given

a list of Henry Mancini LPs to pull. The archivist told me that RCA was planning to reissue a collection of classic Mancini recordings. The company wanted to include reproductions of the original album covers in the booklet that would accompany the collection; but since they had not maintained copies of the artwork or even the actual album jackets, they had called on Bowling Green to provide photographs of the album covers.

Although I played only a small part in this project, I realized that BGSU's library had kept better care of these Mancini album covers than had RCA and further, that Bowling Green was providing a valuable service to RCA, as well as to anyone interested in the history and documentation of recorded music.

Admittedly, the details of this anecdote apply only somewhat to the current situation with download-only music, especially since the heart of this story—album

THE TRANSITION FROM THE CD FORMAT TO AN ENTIRELY ONLINE SYSTEM OF SOUND-RECORDING DISTRIBUTION IS WELL UNDERWAY.

artwork—is practically now a thing of the past. What's more, the nature of Bowling Green's collection and its archival mission are not typical. But my story does illustrate the vital place of libraries in preserving musical culture. Surely, most of us have LPs and even CDs in our libraries that are out-of-print, unavailable for purchase at any price, and that were, in

more than a few cases, issued by record companies that are no longer in business. If libraries are unable to acquire download-only sound files, the preservation of our culture is left in the hands of record companies. I don't know if Dudamel's *Symphonie fantastique* will one day be considered an important historical recording; but as things stand, the sole institutional keeper of this artifact is Deutsche Grammophon, and our libraries have no part in ensuring its availability to future listeners.

Subscription streaming-audio databases already provide an alternative to purchasing CDs, but while these products solve the dilemma of licensing restrictions, they



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also require us to compromise our professional dedication to collection development and preservation. Classical Music Library, Naxos Music Library, the Database of Recorded American Music, and a growing array of similar products have become key resources in many libraries, and our patrons clearly enjoy the convenience and breadth of repertoire these databases offer. But the all-or-none model of these subscription services, much like the all-or-none model of the full-text journal aggregators we have grown used to, does not support the careful selection of materials. Rather, our subscriptions give us access to an impressively large and growing number of recordings that, on an individual basis, may or may not be of interest to our users.

Paying for the right to access recordings that our patrons do not listen to is obviously an inefficient use of the funds we manage, but if we are to move toward an aggregator model for sound recordings, we will be less and less able to develop collections that reflect and respond to the particular—and sometimes wonderfully peculiar—research, performance, and recreational listening that happens at each of our institutions. That is to say, the more we rely on subscription databases for our sound recordings, the more alike all of our collections become. Additionally, the impulse to preserve our collections is entirely unsatisfied by these resources, since a subscription cancellation would render the entire contents of a database immediately unavailable. Even if a subscription is maintained indefinitely, a change in license agreement between the database provider and a record company could significantly alter the collection we are providing our patrons.

The transition from the CD format to an entirely online system of sound-recording distribution is well underway. “iTunes is already the biggest music retailer in the world,” observes James Ginsberg, president of Cedille Records. “It’s a mathematical certainty that the CD will cease to be a viable format. I think you’ll be able to get CDs for several years to come, but as far as being the dominant delivery format, the CD will cease to be that very soon, if it hasn’t already. In the next decade, the CD will become to downloading what the LP became to the CD in the 1980s.”

In addition to the Eno and Berlioz examples mentioned, recent download-only recordings—not available on CD—include music by the Dave Matthews Band, Bill Frisell, Dexter Gordon, Maroon 5, R.E.M., Steve Reich, and the New York Philharmonic performing Beethoven, Brahms, Ravel, and Shostakovich. While moving away from the CD



affords the recording industry efficiencies and economic advantages that are well understood, the unprecedented level of restriction surrounding download-only recordings impedes libraries’ ability to develop and maintain collections relevant to the communities we serve—and hope to serve in years to come.

Librarians have only a few options, the easiest of which include subscribing to more and more streaming-audio databases as CDs become less available, or—here’s one for you—giving each of our patrons an iTunes gift card so they can download whatever music they need that our library cannot provide. Either way, these are desperate reactions that are not in the best interest of our libraries or our users.

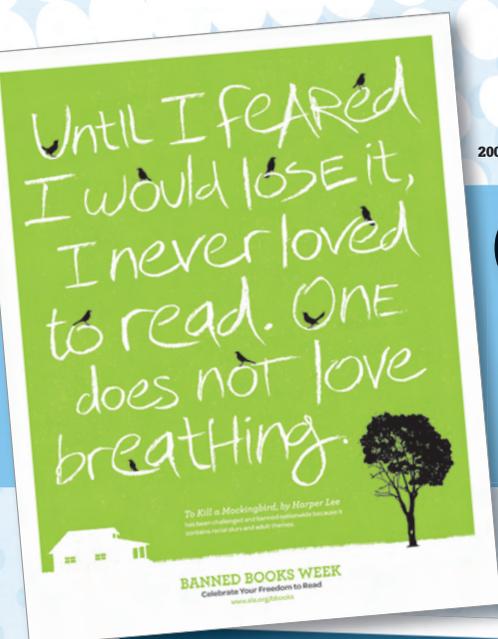
A more challenging but ultimately more promising tack may be for the Music Library Association, the American Library Association, the Association for Recorded Sound Collections, and other professional organizations to raise awareness about this matter and then, together, engage the recording industry in discussions to develop a viable means for selecting, acquiring, cataloging, housing, preserving, and coordinating access to sound recordings, just as we have done all along. But if that’s going to be our plan, we need to move quickly, because I’m guessing that by this time next year we’ll have even more examples of download-only recordings that are not available in our libraries. ■



D. J. HOEK is head of the Music Library at Northwestern University in Evanston, Illinois. Contact him at djhoek@northwestern.edu. An earlier version of this article was presented in February at the Music Library Association’s 2009 annual conference in Chicago.



2009 BBW Child Poster

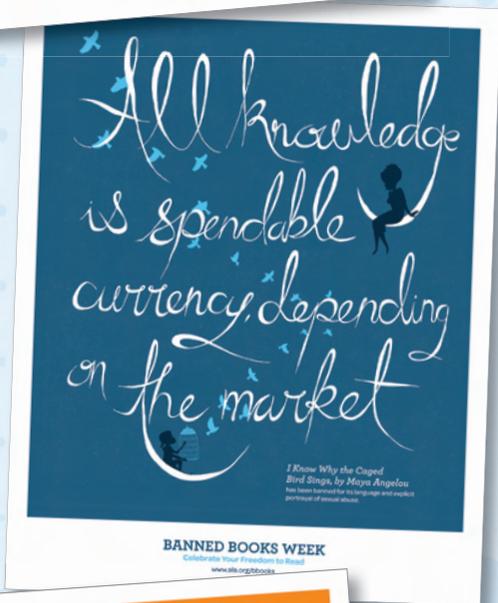


Celebrate Banned Books Week

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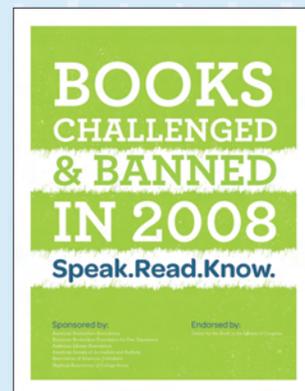
Banned Books Week celebrates the freedom to choose and the freedom to express one's opinion, even if that opinion might be considered unpopular or unorthodox. The campaign stresses the importance of ensuring the availability of those viewpoints to all who wish to read them.

For more **Banned Books Week** products, or for more information, please visit www.alastore.ala.org.



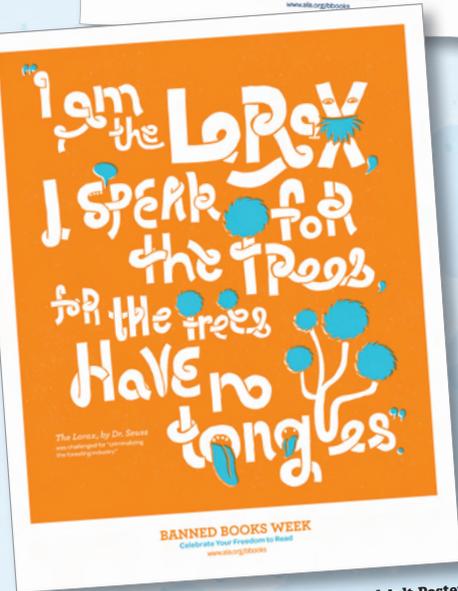
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2009 BBW Bookmarks

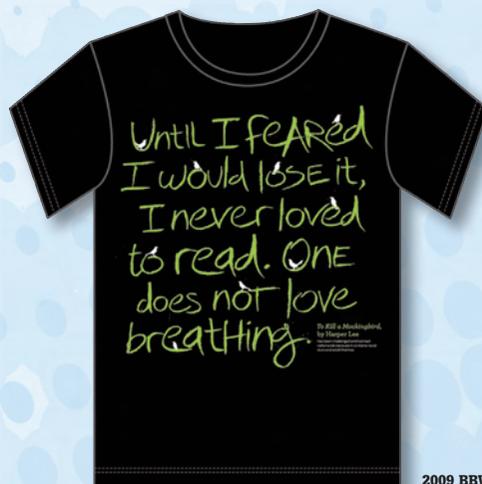


List of Banned Books 2008

2009 BBW Adult Poster



2009 BBW Young Adult Poster



2009 BBW T-Shirt



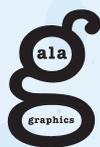
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ALA Store purchases fund advocacy, awareness, and accreditation programs for library professionals worldwide.

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ALA American Library Association PUBLISHING

Learning with Blogs

Selected blogs that will enlighten and inform every library professional

by Mary Ellen Quinn

Like other professions, librarianship shares its knowledge through journals and books. Blogging is the brash new kid on the block, getting louder all the time and demanding more of our attention. Blogs bring immediacy, interactivity, and informality to our ongoing conversation about what it means to be a librarian. But how do they stack up as learning tools?

There are hundreds, maybe thousands of English-language library-related blogs. For this article, I started with blogs I already knew about and followed the trails from those blogs to others. To narrow down the choices, I decided not to look at organizational or library (as opposed to librarian) blogs. Final selection was based on several factors, including visibility (as determined by numbers of comments, mentions by other bloggers, and Technorati profile), longevity, and activity level, as well as content.

On the content side, although these blogs are good current-awareness tools, they are more than bits of news and collections of links. They offer insight and reflection as well. Most of the bloggers present frequently at conferences and workshops (in some cases, as a result of their blogging), and several use their blogs to share their presentations with a much wider audience, upping their value as continuing-education tools. In addition, these blogs have a strong identity and a distinctive voice.

The Blue Skunk Blog by Doug Johnson

Johnson is the director of media and technology for the Mankato (Minn.) Area Public Schools and a regular columnist for *Education World* and *Library Media Connection*. He says on his *Why the Blue Skunk Blog?* page that he “started blogging reluctantly” as a way to share his writings, presentations, and ideas. Johnson blogs about issues that librarians and teachers face every day, especially when it comes to using technology in the media center and classroom.

David Lee King by David Lee King

King is digital branch and services manager at the Topeka and Shawnee County (Kans.) Library. He describes his blog, which he started in 2003, as being “about library websites and emerging digital technology.” King is good at explaining library applications for trends in technology. Since he doesn’t assume that everyone is an expert, King’s blog is a good way to get acquainted with new and emerging technologies as well as to find out what other libraries are doing. Typical posts are “What can you do with a Facebook Page”; and “Twitter explained for librarians, or 10 ways to use Twitter.”

EarlyWord by Nora Rawlinson

Rawlinson has extensive experience in the library and book worlds, and hers is definitely a go-to blog for anyone involved in reader’s advisory and collection development. She provides numerous timesaving tools to help “stay ahead of public demand and identify hidden gems”—including book news, “heavy reserve alerts,” and links to publishers’ catalogs and movie trailers. There is also an EarlyWord Kids component.

Not into RSS feeds yet? There's no time like the present. Read Karen Schneider's 15-minute tutorial on her Free Range Librarian blog for a short introduction to RSS, a tool you can use for tracking headlines and new content on blogs.

Free Range Librarian by Karen G. Schneider

Schneider, the force behind Librarian's Index to the Internet, has a very personal blog, full of what she describes as "mumblings and grumbings." On some days, you'll learn about her latest restaurant meal or home brewing experiment. On other days you'll get first-hand accounts of conferences and programs she attends and participates in, as well as her take on just about anything related to libraries. And Schneider's an excellent writer whose posts are fun to read.

Information Wants to Be Free by Meredith Farkas

Farkas is the head of instructional initiatives at Norwich University in Northfield, Vermont. She also writes the "In Practice" column for *American Libraries*. In her column, Farkas focuses on "successful uses of technology by libraries that would be easy for any library to replicate," and this is the emphasis in her blog as well. Farkas provides software reviews as well as commentary about intellectual freedom and the impact of technological change on the library profession.

Librarian in Black by Sarah Houghton-Jan

Houghton-Jan, digital futures manager for San Jose (Calif.) Public Library, describes her blog as a "one-stop-shop for all techie library staff, which is pretty much everyone now." In that spirit, it includes a wide range of content—not just technology trends, but such items as library news, marketing, and readers' advisory. Reference librarians take note: Houghton-Jan frequently recommends useful websites in her posts and in the occasional "Sarah's Online Reference Warehouse" series.

Librarian.net by Jessamyn West

West, currently a technology instructor and library consultant in rural Vermont, started one of the first librarian blogs a decade ago. She describes her current focus as "mucking about in the intersection of libraries, technology, and politics and describing what I find there." West blogs about issues related to 2.0, as well as rural libraries, the digital divide, and the political environment. Under her Talks tab are links to all of the numerous presentations she has given since 2003, a professional development gold mine.

LibraryLaw Blog by Mary Minow

Minow is an attorney as well as a librarian. Since she started LibraryLaw Blog in 2004, several other contributors have since joined, including another lawyer librarian and a copyright expert. Among the many niche blogs, this is one of the most useful, since every librarian should be aware of developments related to copyright, access, intellectual freedom, privacy, and other important issues surrounding the profession.

LibraryBytes by Helene Blowers

Blowers is director of digital strategy for Columbus (Ohio) Metropolitan Library. She blogs about innovation and technology, especially Web 2.0, and the "Learning 2.0: 23 Things" program that she developed for staff at the Public Library of Charlotte and Mecklenburg County. The program has been duplicated by more than 700 libraries and other organizations around the world.

LISNews: Librarian and Information Science News

Blake Carver, librarian and programmer, created LIS News in 1999. Today, “a dedicated team of international bloggers scour the World Wide Web” to find stories and sites of interest for library and information science. This is the current awareness tool to bookmark, but it’s more than just a collection of links, since it also has original content and commentary. Recent initiatives include podcasts, called LISTen; and LISWire, an online press release distribution service aimed at librarians.

Phil Bradley’s Weblog

Bradley is a United Kingdom librarian and internet consultant who blogs about the internet, with emphasis on searching, search engines, and Web 2.0. He is often on the cutting edge, and Bradley’s blog is a good way to keep up with the latest technologies, whether because he reports and comments about them, or has adopted them for his site. He also has a Web 2.0 applications blog called I Want To.

Pop Goes the Library by Sophie Brookover

Brookover is the founder and just one of the contributors to this blog about using pop culture in libraries. It has spawned a book, and it’s fun. The blog seems to be the oldest in a cluster of other fun blogs, mostly related to service to children and young adults. Contributor Carlie Webber has her own blog, Librarianly Blonde. Elizabeth Burns is the founder of A Chair, a Fireplace, and a Tea Cozy. Librarian by Day, which is about teen literature, is the blog of contributor Melissa Rabey.

The Shifted Librarian by Jenny Levine

“A ‘shifted librarian,” according to Levine, “is someone who is working to make libraries more portable” to meet the demands of the Net Generation, which expects information to come to them. On her blog are long, substantive posts on trends in libraries, education, and technology, especially Web 2.0 technologies. A good place to find out not only what’s going on, but why you should care about it.

Stephen’s Lighthouse by Stephen Abram

Abram, vice president of innovation at SirsiDynix, can be described as a philosopher of technological change. He chose a lighthouse theme for his wide-ranging blog because he hopes to help “the good ship Library World navigate to their vision of the future,” and he’s been blogging about library futures since 2005. Mixed in with news items, Abram offers lots of high-level thinking about trends, both within and outside the library world.

Tame the Web: Libraries, Technology and People by Michael Stephens

Stephens is assistant professor, Graduate School of Library and Information Science, at Dominican University in River Forest, Illinois. He started Tame the Web as a “useful tool, first and foremost as a way to keep track of the links and bits of knowledge I encountered reading LIS blogs,” but it has evolved into an exploration of the uses of technology, especially with regard to libraries and library education. Several of his students are contributors.

There are many more good individual blogs. Many libraries have blogs, as do the divisions of ALA, and journals such as *American Libraries*, *Booklist*, *Library Journal*, and *School Library Journal*. You can find a list of blogs, including those of associations and libraries, on the LISWiki Weblogs page (liswiki.org/wiki/Weblogs). Also check out HotStuff 2.0 (www.daveyp.com/hotstuff/), which automatically collates feeds from 800 (595 currently active) library-related blogs and assigns them a daily “hot” or “not” score. ■



MARY ELLEN QUINN is editor of ALA *Booklist's Reference Books Bulletin* and *Librarian's Library columnist* for *American Libraries*.

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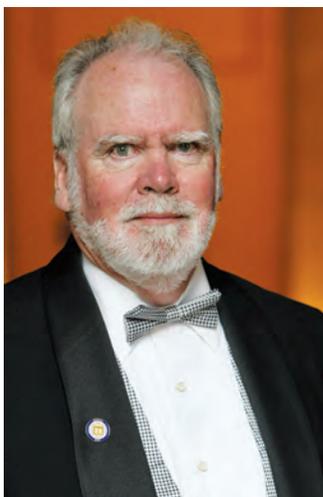
There is no prouder moment for those who have dedicated their lives to a career in librarianship than being recognized by colleagues and friends for achievement above and beyond the ordinary. From the top award of Honorary Membership to the late Judith F. Krug to the New York City Department of Education's Office for Library Services, winners of the H. W. Wilson Company award for its battle to assist middle school readers, these honors represent the American Library Association's best of the best. Showcased here is only a fraction of the 200+ awards presented annually by ALA, its divisions, round tables, offices, and other units. Meet more winners at www.ala.org.

C. JAMES SCHMIDT

Promoter of the Free Exchange of Ideas

Beta Phi Mu Award of \$1,000 for distinguished service to education in librarianship.

Donor: Beta Phi Mu International Honor Society.



Career Achievement Award from the Northern California Chapter of the Society of Professional Journalists.

C. James Schmidt, professor in the School of Library and Information Science at San Jose (Calif.) State University, was commended for his excellence in the classroom, support of colleagues through collaboration on research, leadership in promoting intellectual freedom, and his advancement of knowledge and promotion of the free exchange of ideas.

Schmidt's efforts on ALA's Intellectual Freedom Committee were recognized in 1991 when he was awarded the Robert B. Downs Intellectual Freedom Award from the University of Illinois.

In 2001, he received the Norwin S. Yoffie

Nashville (Tenn.) Public Library's "Bringing Books to Life" preschool literacy initiative is a perfect marriage of a resource to a need in the community.

It brings the library's award-winning literature-based puppet shows together with at-risk young children, educators, and parents. The whole-child approach to learning is designed to equip teachers with strategies for implementing developmentally appropriate practices in their classrooms and to introduce children to literature and library resources.

At the core of NPL's mission is the commitment to extending the benefits and joys of reading, lifelong learning, and discovery to all people through collections and services.



Tari Hughes, executive director, Nashville Public Library Foundation, and Elyse Adler, research and special projects administrator.

NASHVILLE (TENN.) PUBLIC LIBRARY

Offering a Head Start to At-Risk Children

Marshall Cavendish Excellence in Library Programming Award of \$2,000 to a school or public library that demonstrates excellence in library programming by providing programs that have community impact and respond to community needs.

Donor: Marshall Cavendish.

JAMES G. NEAL

Intellectual Property/Open Access Expert

Melvil Dewey Medal of \$2,000 for creative professional achievement in library management, training, cataloging and classification, and the tools and techniques of librarianship.

Donor: OCLC/Forest Press.

The library career of James G. Neal, vice president for information services and university librarian at Columbia University in New York City, spans more than 35 years, including stops at both Johns Hopkins and Indiana Universities. Described as one of the most well-known and widely respected leaders in the library world today, he is an advocate for sensible and supportive intellectual property policy and for effective open access to scholarly research.

Neal has helped shape the national debate on these topics, influenced the direction of government policy, and served as a respected, effective voice for the library profession. He has a long-standing role in promoting changes in scholarly communication, most notably as a leader in the development of the Scholarly Publishing and Academic Resources Coalition (SPARC) as well as his vision and leadership in his work with numerous American library organizations, including ALA, the Association of Research Libraries, the National Information Standards Organization, and the Research Libraries Group.



HONORARY MEMBER: JUDITH F. KRUG

In a rare vote outside of the Midwinter Meeting and Annual Conference, ALA's governing Council awarded posthumous Honorary Membership—the Association's highest honor—to Judith F. Krug, long-time director of ALA's Office for Intellectual Freedom and executive director of the Freedom to Read Foundation. She died April 11 after a lengthy illness.

Krug, who often said, "Censorship dies in the light of day," headed OIF and the Freedom to Read Foundation for more than 40 years. She was admired and respected for her efforts to guarantee the rights of individuals to express ideas and read the ideas of others without governmental interference.

Through her unwavering support of writers, teachers,

librarians, and students, she advised countless numbers of librarians and trustees in dealing with challenges to library material. Krug founded ALA's Banned Books Week, an annual event that celebrates the freedom to choose and the freedom to express one's opinion.

Earlier this year, she received the William J. Brennan Jr. Award for her "remarkable commitment to the marriage of open books and open minds." Krug is only the fifth person to receive the award since 1993. The award recognizes a person or group that demonstrates a commitment to the principles of free expression followed by the late U.S. Supreme Court justice.



BEVERLY P. LYNCH

Builder of Future Library Leaders

Joseph W. Lippincott Award of \$1,000 for outstanding participation in professional library activities, notable published professional writing, or other significant activities on behalf of the profession.

Donor: Joseph W. Lippincott III.



Beverly P. Lynch, professor at the Graduate School of Education and Information Studies and director of the University of California at Los Angeles Senior Fellows Program and the California Rare Book School, served as executive secretary of ALA's Association of College and Research Libraries and proposed and designed the first ACRL national conference.

Lynch has extensive ALA involvement, having served as president and in a number of other leadership positions. She has also been interim president of the Center for Research Libraries and founding director of the California Rare Books School.

Lynch has been acknowledged as playing a leading role in advancing ethnic diversity by developing a mentoring

and training program for directors of historically black colleges and working to attract more minority students.

Foundation/grants and executive research service librarian at the University of Michigan Library, Karen Downing was selected for her accomplishments in promoting diversity and equality in the library profession. These efforts include her pursuit of a doctoral degree, to be completed this spring.

She is known for her work in mentoring minorities and the recruitment of students of color to UM/Ann Arbor's School of Information. Nominators state that she has created an enduring legacy of positive change in librarianship by investing her energy, passion, and dedication to fostering equality throughout the profession, including her work in launching Spectrum.



KAREN DOWNING

Minority Mentor, Recruitment Trailblazer

Equality Award of \$1,000 for an outstanding contribution that promotes equality in the library profession.

Donor: Scarecrow Press.

KATHLEEN T. HORNING

Children's, Young Adult Literature Leader

Scholastic Library Publishing Award of \$1,000 for an unusual contribution to the stimulation and guidance of reading by children and young people that exemplifies outstanding achievement in the profession.

Donor: Scholastic Library Publishing.



Kathleen T. Horning is director of the Cooperative Children's Book Center of the School of Education, University of Wisconsin at Madison, where she received the 2006 Centennial Alumna Award from the School of Library and Information Studies.

She is the author of *From Cover to Cover: Evaluating and Reviewing Children's Books* (HarperCollins, 1997), recognized as an invaluable tool for librarians, teachers, and others. Horning also published the annual CCBC *Choices* bibliography and is coauthor of two volumes of *Multicultural Literature for Children and Young Adults* (CCBC).

Horning has served on and chaired a variety of ALA and Association for Library Service to Children (ALSC) committees as well as serving a term as ALSC president. She is also past president of the United States Board on Books for Young People.

Recently reelected to a second term on the Freedom to Read Foundation (FTRF) board, Robert P. Doyle, executive director of the Illinois Library Association, served as cochair of the FTRF 40th Anniversary Celebration Committee. In addition to his ILA position, Doyle is editor of the *Banned Books Resource Guide*.

He has served as director of ALA's International Relations Office and deputy director of ALA's Office for Intellectual Freedom, under the late Judith Krug's leadership.

The jury said his "reputation as a fierce advocate of intellectual freedom is known throughout the library world. He has successfully shepherded ILA through quite a few legislative attempts to restrict intellectual freedom."

ROBERT P. DOYLE

Fierce Intellectual Freedom Fighter

The Freedom to Read Foundation Roll of Honor Award recognizes individuals who have contributed substantially to the foundation through adherence to its principles and/or substantial monetary support.

Donor: Freedom to Read Foundation.



FLAGLER COUNTY (FLA.) PUBLIC LIBRARY

Reapers of an Unlikely Revenue Source

Gale Cengage Learning Financial Development Award of \$2,500 to a library organization that has exhibited meritorious achievement in carrying out a financial development project to secure new funding sources for a public or academic library.

Donor: Gale Cengage Learning.

Flagler County (Fla.) Public Library's Passport Service program, started in 2008, has already produced enough cash to pay for some long-needed upgrades at its Palm Coast branch.

Through an agreement with the U.S. Department of State to serve as a Passport Application Acceptance Facility, more than \$20,000 in revenue was generated in its first year.

Funds from the passport service fees were used to set up a 1,600-square-foot room for special events and to purchase eight new computers that reduced patron wait times from two hours to 15 minutes. The new room also has two state-of-the-art television sets that allow patrons to watch local government meetings.

Library officials anticipate revenue of nearly \$40,000 by the end of the fiscal year, which ends September 30.



Holly Albanese, library director, and Deidre Wright, reference librarian.

JUDITH FLINT, AMY GRASMICK, AND CHRISTINE LESINSKI

Protectors of Patron First Amendment Rights

The Paul Howard Award for Courage of \$1,000 is awarded biannually to a librarian, library board, library group, or individual for exhibiting unusual courage for the benefit of library programs or services.

Donor: Paul Howard Memorial Fund.

Youth librarian Judith Flint, Director Amy Grasmick, and Board Chair Christine Lesinski of Kimball Public Library in Randolph, Vermont, were recognized for their response in 2008 to a request by a Vermont state police detective investigating the reported disappearance of a 12-year-old girl after receiving a tip that the girl may have used the library's computers.

Flint informed the officer that the library could release the computers only in response to a court order. He returned without a court order, accompanied by four additional state police officers demanding that the library give them the computers. Lesinski was called and immediately came to the library to represent the board. The police returned again five hours later with a signed court order. Grasmick returned to the library late in the evening to give them access to the computers.

According to the award jury, the trio followed proper procedure: They offered to shut down the computers in question to protect any potential evidence, consulted with legal counsel, repeatedly stated their willingness to cooperate if presented with a court order, and tried to move the police interactions to a more private space to not disturb patrons. When the story became public, the trio displayed courage in the face of hate mail received from across the country.



Library Director Amy Grasmick

Brockport (N.Y.) Central School District

The Brockport Central School District will use the money for its Information Literacy Continuum that began in 2002. The program is designed to approach the teaching of information literacy as a comprehensive K–12 program.

Elementary, middle, and high school teachers meet monthly to discuss the successes and challenges of the program, which has developed school district information literacy standards, benchmarks, and targets. It has been used as a model for other districts.



School librarians Marcia McCarthy, Cathy Mangan, Kathy Jaccarino, Ellen Zinni, and Suzanne Shearman.

WORLD BOOK/ALA AWARDS

World Book ALA/Information Literacy Goal Awards of \$5,000 each are awarded to a school and public library to promote exemplary information literacy programs.

Donor: World Book, Inc.

Troy (Mich.) Public Library

Information for the Job Seeker at Troy Public Library will focus on individuals who have little computer literacy and are seeking employment.

Participants will be trained on how information is organized electronically, how communication is handled electronically, and how information is retrieved from the internet and stored.

Training will also be provided on how to use job sites, how to create an electronic résumé, and how to set up an e-mail account.



Library Director Cathleen Russ.

BOOK AWARDS

Schneider Family Book Awards

The Schneider Family Book Awards of \$5,000 honor authors or illustrators for books that embody an artistic expression of the disability experience for child and adolescent audiences. Recipients are selected in three categories: birth through grade school (age 0–10), middle school (age 11–13), and teens (age 13–18).

Author and illustrator Robert Andrew Parker won the young children category for *Piano Starts Here: The Young Art Tatum* (Random House, 2008) about jazz musician Art Tatum, who was born with limited vision and lost much of it as he grew.

Leslie Connor, author of *Waiting for Normal* (HarperCollins, 2008), received the middle grades award. Her book is about Addie, who has spent most of her 12-year struggle with dyslexia waiting for normal: a stable family and a real home.

The teen award winner is Jonathan Friesen for *Jerk, California* (Penguin, 2008) about Sam/Jack, who begins a cross-country quest after high-school graduation to learn the truth about his dead father and embraces his inherited Tourette syndrome.



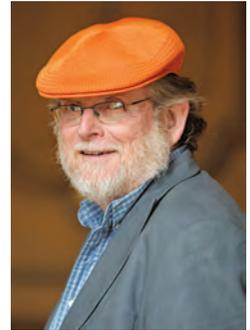
Schneider Award recipients (from left): Leslie Connor, Jonathan Friesen, and Robert Andrew Parker.

W. Y. Boyd Literary Award

Richard Bausch is the 2009 W. Y. Boyd Literary Award winner for Excellence in Military Fiction for his novel *Peace* (Knopf, 2008). The \$5,000 award is given to an author of a military novel that honors the service of American veterans during a time of war.

Bausch's book tells the story about the hardship of war and the moral dilemmas faced during the winter of 1944 in Italy. It chronicles the lives of an army patrol seeking German troops and details their adventures and the futility and moral complexity of combat.

The author of several books and short stories, Bausch is the Moss Chair of Excellence in English at the University of Memphis, Tennessee.



Richard Bausch



CLARA NALLI BOHRER

Staff Mentor and Molder of Young Children

Sullivan Award for Public Library Administrators Supporting Services to Children to an individual who has shown exceptional understanding and support for public library service to children while having general management, supervisory, or administrative responsibility that has included public library service to children in its scope.

Donor: Peggy Sullivan.

Clara Nalli Bohrer, director of West Bloomfield Township (Mich.) Public Library, received the award for her "empathetic and passionate advocacy for early literacy and service to children."

At her direction, the library has become a community center for early literacy by dedicating significant space and resources to create an engaging environment where youth can grow and learn.

Initiatives like "Grow Up Reading" provide parent-education materials and hands-on literacy activities for babies, toddlers, and preschoolers. The library has also developed materials for K–3 students to help them develop into fluent readers and eager learners.



Barbara Stripling, director of library services, New York City Department of Education.

The Office of Library Services at the New York City Department of Education will use the grant to train staff on how to conduct nonfiction book clubs and integrate Web 2.0 tools into their book club practices as part of the New Yorkers Read—Eight Million Reasons to Read Book Clubs.

The New Yorkers Read project is part of a larger campaign to address the crisis in middle school achievement levels. Reports reveal a large gap along racial and ethnic lines within the area and a disengagement of middle school students that ultimately leads to their failing to finish high school and short-circuiting career and life choices.

NEW YORK CITY DEPARTMENT OF EDUCATION, OFFICE OF LIBRARY SERVICES

Creating Literacy Skills Experts

H. W. Wilson Library Staff Development Grant of \$3,500 to a library organization for a program to further its staff development goals and objectives.

Donor: H. W. Wilson Company.

Jean Preer's *Library Ethics* (Libraries Unlimited, 2008) was selected from a large and strong field of nominated books, according to the award jury.

Preer was recognized for her comprehensive approach to an issue that pervades every aspect of modern library life, her exhaustive coverage of all aspects of the topic, the enduring relevance of her work, her combination of readability and thorough scholarship, and because the book fills an important lacuna in modern library literature.

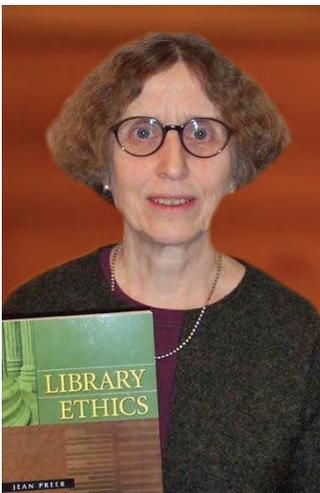
A professor in the Indiana University School of Library and Information Science in Indianapolis, Preer received the Indiana University Trustees Teaching Award and the Association for Library and Information Science Education Award for Teaching Excellence. She is also a past recipient of ALA's Library History Round Table's Justin Winsor Prize.

JEAN PREER

Ethics Champion

Greenwood Publishing Group Award for the Best Book in Library Literature of \$5,000 for the best book that helps library professionals in the areas of management principles and practice, understanding and application of new techniques, or furthering the education of librarians or other information professionals.

Donor: Greenwood Publishing Group.



Indianapolis–Marion County Public Library received the award for “The Learning Curve” at the Central Library, a physical and virtual programming space that provides a high-tech, high-energy, hands-on information environment for children.

Through real and virtual activities, children have the opportunity to use technology in productive ways that reinforce basic information literacy skills, such as using a computer, synthesizer, and digital camera to make their own digital books, songs, photos, or videos. They can then share their creations on the plasma screen with other visitors in the Curve or add them to virtual CurveWorld galleries.



Chris Cairo, director of development.

INDIANAPOLIS–MARION COUNTY PUBLIC LIBRARY

High-Tech, Hands-on Learning Providers

ALA/Information Today Library of the Future Award of \$1,500 to an individual, library consortium, group of librarians, or support organization for innovative planning, application, or development of patron training programs about information technology in a library setting.

Donor: Information Today.

ALA TRUSTEE CITATION AWARDS

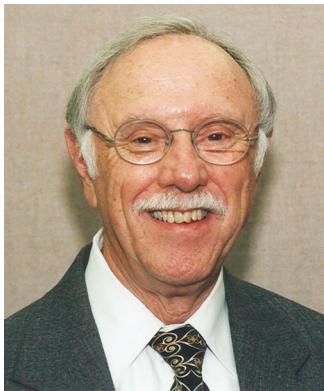
ALA Trustee Citation Awards recognize public library trustees for distinguished service to library development, and they symbolize and honor the best contribution and efforts of the estimated 60,000 American citizens who serve on library boards.

Donor: Association of Library Trustees, Advocates, Friends, and Foundations.

David H. Goldsmith

David H. Goldsmith served on the Prince George's County (Md.) Memorial Library board for 17 years. After moving to Baltimore County, he was appointed to the board of Baltimore County Public Library, where he has served since 1995. Goldsmith has been vice president and president of both boards.

A 30-year member of the former Association for Library Trustees and Advocates, he served as a regional vice president and on several committees.



Goldsmith has also been both vice president and president of the Maryland Library Association's Trustees Division and participated in the association's legislative efforts to obtain additional funds and support from the Maryland General Assembly.

He was appointed by the governor to the Maryland Advisory Council on Libraries and also serves on the board of directors of the Citizens for Maryland Libraries.

Photos: Curtis Compton

Shirley Ann Bruursema

Shirley Ann Bruursema is chairperson of the Kent (Mich.) District Library and president of the board of the Michigan Library Association's Trustees and Advocates Division.

For many years, she was on the board of the Lakeland (Mich.) Library Cooperative, where she served as president, vice president, treasurer, and board member.

Bruursema served the former Association for Library Trustees and Advocates as president, division councilor, executive board member, chair of the National Honor Roll Banquet, regional vice president, and member of the budget and legislation committees.

She has also been a delegate to the White House Conference on Libraries.



ALA's award winners during Annual Conference in Chicago.



A Record Crowd in Chicago

This year's annual gathering of library professionals examines privacy, intellectual freedom, and the economy's impact on libraries.

Nearly 29,000 librarians and library supporters attended the American Library Association's Annual Conference July 9–15, held at the McCormick Place convention center in downtown Chicago.

The total of 28,941—the largest on record—included 22,762 attendees and 6,179 exhibitors. It handily outdrew last year's Annual Conference in Anaheim, California, which attracted 16,295 attendees and 5,752 exhibitors. The attendance total also marked an increase over the 2007 conference in Washington, D.C., which drew 28,635 people, the second-highest attendance total on record.

Librarians paid tribute to the memories of former ALA president E. J. Josey and Judith Krug, the long-time director of ALA's Office for Intellectual Freedom (OIF). Both were honored throughout the conference and at the Opening General Session.

ALA President Jim Rettig announced a year-long fundraising initiative, the Spectrum Presidential Initiative, which seeks to raise \$1 million for 100 new MLIS scholarships to develop a racially and ethnically diverse library school student population through ALA's Spectrum Program. In addition, ALA announced the launch of a website for the public, @yourlibrary, focusing on services to families and underserved populations such as recent immigrants and job seekers. The site, www.atyourlibrary.org, is a two-year pilot project funded by Carnegie



A bouquet of volunteers poses for a group shot before picking up assignments for the "Libraries Build Communities" program, which focused on Chicago school libraries.

Corporation of New York (see sidebar on p. 74).

Meetings and workshops were devoted to the plight of libraries during hard economic times. They included "Surviving in a Tough Economy: An Advocacy Institute Workshop," hosted by the Committee for Library Advocacy; and a session titled "Coalition Building for All Libraries in a Tough Economy," hosted by Jim Rettig and coordinated by the Office for Library Advocacy, which focused on building statewide coalitions and discussed the "library ecosystem."

ALA programs also tackled the issue of privacy, with OIF kicking off the year-long National Conversation on Privacy. OIF also held a program in conjunction with the ALA Wash-

ington Office called "Privacy in an Era of Change: Privacy and Surveillance Under the New Administration."

Secrets expert

Jim Rettig's ALA President's Program focused on access to government information. Tom Blanton, director of the National Security Archive at George Washington University, discussed limits imposed on such public access. He talked about the recent actions of the Obama administration and offered recommendations for the federal government. An ALA member since 1986, Blanton said, "I've learned at the feet of some ALA activists for intellectual freedom and open government." He said one of

the NSA's first Freedom of Information Act requests came in 1988, asking for documents relating to the FBI's Library Awareness Program, which asked librarians to look out for users with foreign-sounding names and accents (*AL*, July/Aug. 1988, p. 562–63).

After the 9/11 attacks, the Bush White House had “a testosterone attack,” Blanton noted. Among the measures implemented in the name of national security was a wiretapping program that was later found by the inspector general to be ineffective because of the secrecy with which it was conducted. “Essentially, security mania broke out in our government in these last eight years,” he said.

Blanton documented the rising rate of security classifications by the government, which is now twice that at the height of the Cold War—23 million last year. He argued that the government performs a massive amount of overclassification, driving home his point by presenting side-by-side comparisons of documents that had been declassified under Clinton and subsequently reclassified under Bush; the reclassified documents removed extensive material that had not been redacted under the original declassification.

Although President Obama had “made transparency and openness the key to his Senate career,” Blanton said he has continued to cover up the warrantless wiretapping program, blocked the release of hundreds of torture photos showing U.S. troops abusing prisoners, fought against the release of the White House visitors list, and even argued against the release of an interview Cheney gave regarding the leak of the identity of CIA operative Valerie Plame Wilson because of fears that it might end up on

The Daily Show.

Comparing librarians' values to those prevailing in Washington, Blanton remarked, “Every person in this room has an ethical posture that's 180 degrees away from this.” He concluded, “Openness is our protection, not secrecy.”

The scent of censorship

ALA has long paid special attention to the area of intellectual freedom, and one program graphically illustrated why. Librarians from the West Bend (Wis.) Community Library shared their struggles to keep library materials on their shelves. They discussed recent challenges to their young adult and LGBT materials, including a demand to burn one YA novel, Francesca Lia Block's *Baby Be-Bop*. Panelists included a library board member who was denied reappointment and the embattled library board president. Because the books remain in the YA section, the library board still faces possible retribution in the form of budget cuts (see p. 23–24).

Several conference programs focused on public awareness. The PR Forum, “Breaking Through the Message Clutter @ your library,” addressed how librarians can get their messages out more effectively. Panelists discussed how to reach multicultural audiences and use radio, letters to the editor, op-eds, and social networking to reach broader audiences. Sponsored by the PR Assembly of the ALA Public Awareness Committee in cooperation with the Public Information Office, the program presented panelists Tom McNamee, editorial page editor of the *Chicago Sun-Times*; Chicago broadcaster and media trainer Dave Baum; Eric Friedenwald-Fishman and Kevin Kirkpatrick of the Metro-

SPEAKER SOUND BITES



CHRISTIE HEFNER

On attempts to ban informa-

tion: “I found that the way to respond to those is to be sure you're true to what you believe. I would argue that the way to do that is to spend less time thinking about what you're doing and more time thinking about what you represent.” Her message to librarians in two words: “Thank you.”



COKIE ROBERTS

“I, of course, use libraries all the

time in doing research on these history books. It is amazing how much info is there and how helpful people are in getting it out.” On workplace demands: “Multitasking is just a made-up guy word to describe what women have been doing all along.”



TRACY KIDDER

“One of the things I think we

may lose in this new electronic age is the lucky find. I'm just old-fashioned, perhaps, but it's partly the presence of the physical books themselves that I find important but also the lucky associations that you make. You go to one part of the library looking for a certain thing and you find something else that you want even more sitting two shelves down, and I don't know how you can substitute that.”



Read more about Annual Conference speakers, programs, and events at al.ala.org/insidescoop

politan Group; and George Eberhart, editor of *American Libraries Direct*. Baum also conducted a media relations training session to instruct librarians on how they can garner favorable media coverage.

The Black Caucus of ALA held a memorial for E. J. Josey, who died July 3 (see p. 29). Josey served as ALA president in 1984–85 and opened doors to desegregating library associations in the 1960s. He

was a leading force in eliminating racial bias from library systems and professional organizations. His legacy includes the annual E. J. Josey Scholarship Award.

During the memorial, Satia Marshall Orange, director of ALA's Office for Literacy and Outreach Services, paid tribute to Josey by saying, "He did not mentor African-Americans; he mentored everybody. None of us would be walking as tall as we walk now, if it had not been for Dr. Josey and others in that generation."

The Freedom to Read Foundation celebrated its 40th anniversary during the conference and honored Judith Krug and the McCormick Freedom Museum. Missing from the celebration was FTRF's only executive director. Krug, who had also established and helmed ALA's Office for Intellectual Freedom since 1967, died April 11 (*AL*, May, p. 40–43).

Some 525 librarians and library supporters attended the celebration in the new wing of the Art Institute of Chicago. It included a posthumous presentation of the William J. Brennan Award to Krug by Robert M. O'Neil of the Thomas Jefferson Center for Free Expression. Michelle Litchman, Krug's daughter, accepted the award on behalf of her mother. Author Judy Blume presented the Founder's Award, saying that she had planned to present it to Krug in person. "Your legacy will continue, I promise, but damn we are gonna miss you," she said. Krug's husband Herbert Krug made a donation of \$10,000 to the foundation. A Friday memorial service was also held to honor Krug.

The 40th anniversary of the Coretta Scott King Book Awards was also celebrated with a special program, "Lift Every Voice and Read." One of the 113 award winners in those four decades, Kadir Nelson, author and illustrator of *We Are the Ship: The Story of Negro League Baseball*, illustrated the commemorative

GOING GREEN

SIMPLE LIBRARY LIVING WITH WANDA URBANSKA

The disease of overconsumption is on its death bed," proclaimed *Simple Living* television host Wanda Urbanska during her Auditorium Speaker Series speech, sponsored by *American Libraries*. "Change is happening rapidly," she added. "Let libraries continue to be at the center of it."

Arguing that libraries are inherently green because of their role in helping to reduce consumption, Urbanska urged the crowd to make green choices in their libraries and their lives. "Reclaim your role as eco-role models and exemplars in your community," she said.

Urbanska offered a host of examples, many of which can be found in the recent article she wrote for *AL* (Apr., p. 52–55). Among them: "freecycling" of magazines and books by having swaps at the library. "In today's economy, that's a big deal to folks," she noted, "to be able to take home a book and mark it up and not have to return it."

One of the most commonly shared challenges for librarians, as reflected by the questions asked



by audience members, is how to purchase recycled paper when your agency is locked into a bidding process that requires it to buy the cheapest materials without regard for whether they're recycled or not. Urbanska suggested treating the process as a campaign rather than a single instance and seeking partners, both among colleagues at the institution and through the use of petitions and letters to the media.

Suggestions that emerged from the audience Q&A included seeing if other savings could be applied to the green initiatives and creating demonstration press releases for proposed changes, which would let the decision-makers see how the change could be announced—and how it would make them look like heroes. One audience member suggested that *American Libraries* sponsor a green blog, and it is now scheduled for launch this fall.

Video of Wanda Urbanska's entire talk is available online at alfocus.ala.org.

READ poster and participated in a program focusing on the feats of Negro League players. “Pride and Passion: The African American Baseball Experience,” hosted by the Public Information Office’s Campaign for America’s Libraries and Public Programs Office, featured a panel that included Nelson; Lawrence D. Hogan, author of *Shades of Glory: The Negro Leagues and the Story of African-American Baseball*; and author Sharon Robinson, daughter of Jackie Robinson, who broke Major League Baseball’s color barrier in 1947.

Hefner praises pluralism

Attendees at this year’s conference were treated to a compelling roster of speakers. The keynote at the Opening General Session was delivered by the former CEO and chairman of Playboy Enterprises, Christie Hefner, who reminisced about the founding of the Hugh M. Hefner First Amendment Awards, which grew out of the magazine’s 25th anniversary celebration in 1979. “Over those three decades, not surprisingly, we honored a number of librarians,” she said, “extraordinarily heroic people, and we got to know them through the close working relationship with the ALA, the Freedom to Read Foundation, and Judith Krug.”

“Ultimately, the challenge and ideal of America was not just tolerance, but respect,” Hefner said. “You have the opportunity, indeed the challenge, to preserve that necessary commitment to pluralism and to freedom of expression. . . . I thank you for being fearless on behalf of the nation.”

Melba Pattillo Beals was the featured speaker at the President’s Program of the Association for Library Service to Children. Beals was one of the “Little Rock Nine,” students who faced down segregationists, the Arkansas National Guard, and the governor of Arkansas

to integrate Little Rock’s Central High School 52 years ago.

Other speakers included ABC News political commentator and National Public Radio senior news analyst Cokie Roberts, and authors Tracy Kidder, Gregory Maguire, Steve Lopez, Michael Connelly, James Van Praagh, Lisa Scottoline, Jill Bolte Taylor, and James Ellroy. Wanda Urbanska, host of *Simple Living* on PBS, talked about greening in libraries in an Auditorium Speakers Series program sponsored by *American Libraries* (see sidebar).

Book signings offered attendees a chance to meet many authors, including fantasy writer Neil Gaiman, who signed at the HarperCollins booth. Gaiman also appeared on a panel addressing censorship issues facing comic books and graphic novels. Fresh from the previous evening’s Newbery and Caldecott Banquet where he received the Newbery Medal for *The Graveyard Book*, Gaiman identified the moment when the medium’s validity seemed assured: a 2003 preconference sponsored by ALA’s Young Adult Library Services Association where he and other creators “came in to talk to librarians at the bequest of librarians.” By that point, Gaiman recalled, librarians realized their users wanted to read graphic novels, and “they were coming to us to say, ‘please explain this thing.’” Gaiman recalled standing outside during a break with Art Spiegelman, winner of the 1992 Pulitzer Prize for his graphic novel *Maus*. “We looked at each other,” Gaiman remembered, “and said, ‘Everything’s just changed.’”

Wait wait, do tell me

The conference also included a special taping of NPR’s popular *Wait, Wait . . . Don’t Tell Me!* ALA’s Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) bought out the taping as a fundraiser, and drew a sellout crowd of more

SPEAKER SOUND BITES



JAMES ELLROY

“I live in a vacuum. I ignore pop culture, and I

don’t read a newspaper. . . . Let us exalt books at every opportunity . . . and work to reestablish the book as the dominant cultural medium of our times.” On taking up writing at age 30: “I instinctively knew how to do it because I had read.”



STEVE LOPEZ

“You could not have picked a more appropriate

speaker today. Because guess what. Can you believe I was married in a library?” On writing: “The thing about writing a column is, it’s like having a pet monster that’s always hungry. You have to keep finding more stories.” On mental illness: “Why is it that on Saturday morning there’s a 10K Race for the Cure for everything except schizophrenic paranoia?”



GREGORY MAGUIRE

On having six older siblings: “It’s no wonder

that I grew up not merely a storyteller, but a storyteller bewitched by notions of abandoned children. . . . How could I not be a writer, given all those siblings I needed a distraction from?”

DIRECT TO THE PUBLIC

NEW @ YOUR LIBRARY WEBSITE ENCOURAGES MORE AND BETTER LIBRARY USE

It is my pleasure to announce the launch of the @ your library website for the general public," said ALA President Jim Rettig at the Opening General Session. "This is a two-year



ALA President Jim Rettig announces @ your library during the Opening General Session.

pilot project funded by Carnegie Corporation of New York and it targets families, children, teens, and often-underserved populations such as recent immigrants and job seekers."

ALA is stocking the site with information on topics of broad general interest to the public with a push to libraries for access to authoritative and accurate information. The project will use interactive technology and social networking to stimulate more and better library usage and raise awareness of the library—including public, school, academic, and special libraries—as a valuable community resource.

The new website is designed to work in tandem with I Love Libraries, the public-advocacy website maintained by ALA's Office for Library Advocacy. A joint project of ALA Publishing and the Communications and Marketing Department, @ your library, is comanaged by Leonard Kniffel at *American Libraries* and Deb Robertson of Public Programs and is an extension of the Campaign for America's Libraries public awareness program of the Public Information Office, under the management of Megan Humphrey. Libraries are encouraged to link to @ your library on their homepage.

Visit atyourlibrary.org. Feedback to americanlibraries@ala.org

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— Ed Sullivan, Library Media Specialist, Knox County Schools, TN

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ALA American Library Association PUBLISHING



The Warrior Librarians from Oak Park (Ill.) Public Library took first place in the wildly popular Book Cart Drill Team World Championship, sponsored by DEMCO.

than 500 librarians. Host Peter Sagal said it was the show's first buyout of any kind, and certainly its first time playing to such a "biblioaudience."

The show itself was a regular episode, covering the news of the week, rather than anything audience-specific; but there were a few references to the profession. Christine, one of the phone-in contestants, declined to offer an opinion on the proposed change of Rhode Island's official state name, saying, "I'm not sure what the crowd is—those librarians can be pretty harsh!"

At one point, while panelists/comedians Julia Sweeney and Paula Poundstone discussed the death of Michael Jackson, Sweeney observed that the funeral provided an opportunity to go through Jackson's old albums and memorabilia. Poundstone joked that there was no need to wait for a celebrity death, retorting, "The good thing about the library. . . . Whenever you feel that way, go pick it up!"

Poundstone is ALTAFF's national spokesperson, and before the taping, she took some time to speak with *AL* Associate Editors Sean Fitzpatrick and Greg Landgraf. A video from that conversation is posted online at *AL Focus*. Journalist and *Wait, Wait . . .*

librarian solely for the show. After Sagal pointed out that they do use NPR's library, he acknowledged the low level of his library humor. "We would be annoying to work for," he said. "We'd constantly be making librarian jokes and making you do the hair and glasses thing."

Cooks and books were the order of the day in the exhibit hall's Cooking Pavilion. Chef authors signed books and demonstrated their culinary talents. Meanwhile, librarians participated in the fifth annual Library Book Cart Drill Team Championship. The winner was the Warrior Librarians team from Oak Park (Ill.) Public Library.

Another conference highlight was the third annual Parade of Bookmobiles. Visitors could examine both the exteriors and interiors of vehicles from the Warren-Newport Public Library in Gurnee, Illinois; Kenosha (Wis.) Public Library; Aurora (Ill.) Public Library; Fossil Ridge Public Library District in Braidwood, Illinois; Fountaindale (Ill.) Public Library; Cook Memorial Public Library in Libertyville, Illinois; Skokie (Ill.) Public Library; Arlington Heights (Ill.) Memorial Library; and Homer Township (Ill.) Public Library.

Don't Tell Me! judge and scorekeeper Carl Kasell is also featured in a *Focus* video at alafocus.org.

As a show ice-breaker, Sagal asked everyone wearing glasses to take them off and whip their hair around while he admired the view. And after the taping, the cast took questions from the audience, one of which inquired if the show would want to hire a

SPEAKER SOUND BITES



MELBA PATTILLO BEALS

"My life has been fraught with challenges, and the challenge has always been met with hope. Your journey with libraries will challenge you, but you've got to get there no matter what. Your journey is to tell people how important the library is."



JILL BOLTE TAYLOR

The Harvard-trained neuroanatomist on the debilitating stroke she suffered in 1996 at age 37: On the morning it happened, she "could not walk, talk, read, write, or recall any of my life. . . . I could not tell where I began or ended, because the atoms and the molecules of my arm blended with the atoms and the molecules of the wall."



JAMES VAN PRAAGH

"When I was about two years old, I remember being able to see a man with beautiful blue eyes smiling at me from a corner. It was only later that I found out from a family member that the description fit my grandfather who had died before I was born."



Camila Alire, accompanied by her husband, Alan Radcliffe, was inaugurated as 2009–10 ALA president at a July 14 banquet at the Hilton Hotel, where she laid out her advocacy theme.

Librarians at the conference also found time to play games, both board and video, at Open Gaming Night. A Gaming Pavilion, sponsored by the Verizon Foundation, showcased the link between gaming and literacy.

As the conference moved toward its conclusion, Rettig passed the torch to his successor, and 2009–2010 ALA President Camila Alire took office at the Inaugural Banquet at the Hilton Hotel.

“ALA embodies the hard work of all the librarians, information specialists, and library support staff who take

servicing the information needs of their communities very seriously,” said Alire, dean emerita at the University of New Mexico in Albuquerque and Colorado State University in Fort Collins.

“One of my goals is to provide another level of advocacy that articulates not only the value of all types of libraries,” Alire said, “but also the value of our members working in those libraries to their respective communities.”

Alire broke with the traditional speech model for her inaugural address and instead turned the spotlight on three students who talked about their aspirations—a Chicago police officer attending library school at Dominican University, a California high school student, and a literacy student whose parents immigrated from Guatemala and who is working toward her GED.

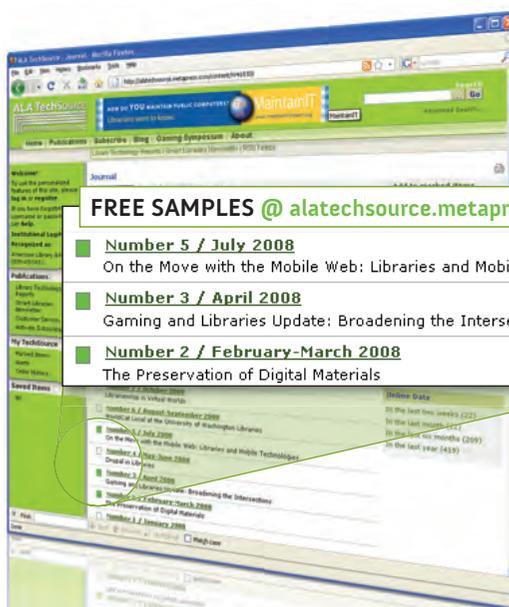


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Top tech trends

The Library and Information Technology Association's 10th annual Top Tech Trends program was likely its best attended ever—thanks to free Wi-Fi in the room; live streaming video from Shanachies, who are roving library storytellers; and a live blog to aggregate tweets from attendees (real and virtual) using the hashtags #toptech and #tlt09 or post comments or questions directly. While ALA is working to increase virtual participation, Top Tech Trends was more focused on being online than getting online.

"It's part of our life and part of our culture right now," said panelist John Blyberg (see p. 38–40 for his exhibit hall report), referring to the ubiquity of mobile devices, including smartphones and subnotebooks, as well as mobile internet access. That sentiment echoed in much of the discourse; consultant Joan Frye Williams later moved beyond discussion of the digital divide by noting that more people now have cell phones than have ever had computers.

Despite the trend toward mobile computing, the transformation will be a long one, argued OCLC Senior Program Manager Roy Tennant, and people will still rely on laptops and desktops alongside mobile devices for a long time. "We haven't seen the killer netbook yet," he said.

"Mobile computing is bringing about a shift from text-based content to photo and video content," remarked Clifford Lynch, director of the Coalition for Networked Information. "It's much easier to generate and handle photos and videos on mobile devices than to generate prose."

The presenters agreed that the cloud is prominent in today's computing. Lynch argued for contrasting access from computation: that is, heavy computation takes place in the cloud while access is distributed to

client interfaces. Lynch fears, however, that relying on the cloud leaves off one core aspect of librarianship. "Part of our self-defined responsibility is the collection and preservation of material. But if it's out in the cloud, libraries are not preserving; someone else is," he said.

The ubiquity of the cloud means that finding stuff isn't a problem anymore, according to Lynch. Information is everywhere, but "we're drinking out of the firehose," he said. Librarians will be responsible for managing the flow of that information.

Open source software was the second topic of discussion for the panel. Blogger Eric Lease Morgan stepped back from common notions that OSS will lead to free everything. There will be some institutions willing to take on their IT and software management; others won't be, he argued. OSS and open access won't put publishers out of business. "We don't have the chutzpa," Morgan said.

Williams suggested that librarians are a shrinking market for publishers, who are moving toward individual customers. "End users are less fussy," she said, noting that EBSCO underwrites NPR. Blyberg agreed but added that our front-end interfaces are advancing far beyond our back-end content, calling for better federated search.

The session ended with a rapid-fire segment in which each panelist had three to five minutes to talk about the variety of technology trends to watch.

At the BIGWIG Social Software Showcase, eight presenters gave brief talks on trends in social software in a "speed-dating" format, where each presenter had 10 minutes to talk to a roving audience. Jason Griffey explained Google Wave as a completely new communications protocol, which combines chat and e-mail for "synchronous and asynchronous communication that's both

SPEAKER SOUND BITES



**LISA
SCOTTLINE**

"I'm a library slut. That means I will go to any

library that will have me." On librarians: "What I'm trying to do is very much like what you're doing. . . . What you do is so essential—because you're making a connection. What you do is to connect us to each other. I don't think there is a greater good in this world." On getting a library card: "That card said to me, 'I read, therefore I matter.'"



**TOM
BLANTON**

Comparing librarians' values to those

prevailing in Washington: "Every person in this room has an ethical posture that's 180 degrees away from this." He concluded, "openness is our protection, not secrecy." On ALA and intellectual freedom: "I've learned at the feet of some ALA activists for intellectual freedom and open government."



NEIL GAIMAN

"A comics script is a letter to the artist; it's a blueprint to the

artist. That's why I still love comics. I cannot read my prose with pleasure, but I can read my comics with pleasure."

public and private.” He conceded that it’s difficult to explain and pointed to his presentation and to Google’s for a good intro. “It’s like e-mail if e-mail were invented in the 21st century,” he said.

Four different types of online communication exist today, according to Griffey: e-mail, chat and IM, forums, and Twitter. Among these communication protocols, e-mail is the oldest, with wireless e-mail transmissions as we now know them dating back to 1971. Since then, we have created better, prettier, and more sophisticated ways to handle our e-mail, but the raw transmission and the protocols to transmit the information have changed little.

However, most other areas of networked computing have changed drastically, Griffey observed. Technology has advanced to offer, among other things, better and faster hardware, cheaper and more compact storage, better server-side software handling, and better protocols for handling end user-generated content. But despite major advances in networked computing, e-mail and chat have remained largely unchanged at their core: The basic metaphor of e-mail is snail mail. Messages travel from Person A to Person B. Person B can respond by sending a message back.

Google Wave differs because conversations are hosted; they exist in one place—a Google server somewhere—and don’t have to travel from one user’s server to another’s. This changes everything, according to Griffey. The wave format lends itself well to gadgets and widgets, waves can be embedded on websites and blogs, and it’s open-sourced. Beta testing will begin later this year.

It seems as if this is just the beginning of what waves can do, but the tip

CONFERENCE STATISTICS

REGISTRATION TOTALS			
	Chicago 2009	Anaheim 2008	Washington 2007
Registrants			
Advance	13,860	11,514	14,196
On-Site	8,902	4,781	7,270
Total	22,762	16,295	21,466
Exhibitors			
Advance	5,120	4,019	4,832
On-Site	1,059	1,733	2,337
Total	6,179	5,752	7,169
GRAND TOTAL	28,941	22,047	28,635

of the iceberg was all the audience got with a 10-minute “speed dating” session. Still, it piqued a lot of interest. There are similarities between the e-mail paradigm and cataloging, search, and retrieval in libraries; electronic cataloging, like e-mail, follows the metaphor of its physical predecessor. MARC, an old protocol, mimics card catalogs. How we search OPACs mimics how we used to search card catalogs. John Blyberg’s prediction at Top Tech Trends that libraries’ back-end systems will someday have to catch up with their front-end interfaces leaves questions about what online library catalogs would look like if online catalogs were (re)invented in the 21st century.

Readers and scholars

In addition to the Auditorium Speakers Series, publishers in the exhibit hall offered numerous opportunities to meet authors, as did the “LIVE! @ your library” Reading Stage, where 24 authors shared their work in a smaller venue throughout

the days of the conference week.

The ALA Store did brisk business, despite the specter of a national economy wreaking havoc on public and nonprofit organization budgets. Sales of Graphics, Editions, and division products topped \$100,000, with the Jonas Brothers READ poster and Stuart A. P. Murray’s *The Library* leading the charge.

Attendees mingled in the McKinlock Courtyard Garden of the Art Institute of Chicago during the “Great Impressions” ALA/ProQuest Scholarship Bash Saturday evening. Proceeds amounting to nearly \$100,000 from the event, which was celebrating its 10th anniversary, will go toward scholarships for students in master’s programs in library and information science and technology.

ALA’s governing Council and Executive Board also met during the conference, passing resolutions related to health care and other vital social issues and the economy. (See p. 80 and 82 for governance reports and actions.) ■



Watch video coverage at alfocus.ala.org

This report was compiled from blogging and on-the-spot reports prepared by the ALA Public Information Office and the editorial staff of American Libraries.

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ALA Council

Association finances, gay marriage rights, electronic participation, the Patriot Act, and the Google Book Search settlement top busy agenda

The Association's overall financial health and its effect on member services was a part of much of the governing Council's business at its three sessions held July 12, 14, and 15 during Annual Conference in Chicago.

Although membership is down 2.6%, the fact that the conference ended with a record attendance of 28,941 was good news. But Treasurer Rod Hersberger warned that the end results may do little to boost the struggling FY2009 bottom line. "You would think there would be a modest increase, but I don't think we'll see a million dollars more net revenue out of things," he explained.

Council approved a preliminary FY2010 budgetary ceiling of \$64.4 million (Council Document #13.3).

"It is my own view that the public economy will not recover until 12 to 18 months after the private economy does," Hersberger explained.

Indicating that finances will be closely monitored on a monthly basis, Executive Director Keith Michael Fiels warned that "this is probably the most uncertain financial time that the Association ever faced."

A resolution on gay marriage rights (CD#53) was also approved by Council, following hardy debate over the need for it. Councilor-at-large Susan Pieper said she was not concerned about the content but that fact that the resolution would be sent to governors and legislators.

"I believe that ALA's main focus and main message that should come out of here is to restore funding and budgetary concerns for all libraries of all types," she explained.

"We pride ourselves on being an inclusive, nondiscriminatory organization," said Councilor-at-large Linda Williams. "Even though libraries need funding, our colleagues in this situation also need to remain in their jobs and they are being discriminated against."

A resolution from the Intellectual Freedom Committee (IFC) urging Congress to allow Section 215 of the Patriot Act to sunset received Council approval (CD#19.9). In addition, after considerable debate, a similar measure from the Committee on Legislation (COL) that recommends specific lobbying actions for the ALA Washington Office regarding the Patriot Act was approved (CD#20.8).

A COL/IFC resolution was approved that asks the ALA president, with Executive Board advice, to convene an ALA-wide representative group to assess the proposed Google Book Search settlement and its on-going impact on members and member institutions (CD#20.3).

Another move was made to advance member electronic participation (CD#57). The measure charges the executive director to move forward with the recommendations of the Task Force on Electronic Participation by providing member access to gover-

nance-session proceedings at ALA's 2010 Midwinter Meeting in Boston.

In other actions, Council:

- Elected Christine Lind Hage, Locke J. Morrissey, Catherine L. Murray-Rust, and John C. Sandstrom to the Council Committee on Committees and Kay Bowman, Susan F. Gregory, Delores (Dee) D. Gwaltney, Leslie Kong, and Julie A. Schneider as Council representatives to the Planning and Budget Assembly (CD#12.2).

- Passed 13 Policy and Monitoring Committee items dealing with: an interpretation of the Library Bill of Rights regarding services to persons with disabilities; access for physical mobility-impaired conference attendees; membership in the National Commission on Libraries and Information Science; open activities for committees, boards, and units; description of membership initiative groups; the Core Competencies of Librarianship; resolutions for Membership meetings; Council attendance; distribution of the Council agenda and other documents; censure of racist institutions; virtual members; Current Reference File; and Policy Manual maintenance, indexing, and table of contents. A measure regarding adoption of standards of ALA units was withdrawn for further review (CD#17.1).

- Approved three IFC Library Bill of Rights interpretations regarding access to digital information, services, and networks (CD#19.5); the importance of education to intellectual freedom (CD#19.6); labeling and rating systems (CD#19.7); and minors and internet interactivity (CD#19.8).



Read more about it at www.ala.org
Click on About ALA, then Council.



ALA President Jim Rettig presides at one of the three Annual Conference Council sessions, joined by Governance Office Director Joanne Kempf.

- Approved COL resolutions urging support for FY2010 Government Printing Office (GPO) appropriations (CD#20.4), supporting the Federal Research Public Access Act (CD#20.5), supporting GPO's digitization of historical federal publications (CD#20.6), and supporting the American Historical Records Act (CD#20.7).

- Passed a Committee on Orga-

nization request changing the name of the Continuing Library Education and Network Exchange Round Table to the Learning Round Table and expanding the composition of the Round Table Coordinating Assembly (CD#27.1).

- Approved an ALA Bylaw Article VIII, Section 8 change regarding voting procedures and the numbering of Article X, Notices and Voting by Mail from the Constitution and Bylaws Committee (CD#25.2).

- Passed, as amended, a resolution on ethics education from the Committee on Professional Ethics (CD#41.1).

- Passed a Membership Committee proposal increasing the organizational dues rate based on the size of the library over a two-year phased-in process to begin September 1 (CD#44, revised).

- Approved a resolution promoting October 4 as "Intergeneration Day Means Libraries" (CD#50).

- Passed a resolution on accessibility for library websites (CD#51).

- Approved a measure on the

purchasing of accessible electronic resources (CD#52, revised).

- Passed an amended resolution endorsing legislative proposals for single-payer, universal health care (CD#54), a reaffirmation of a resolution adopted by ALA in June 2006.

- Defeated a resolution on libraries and the continuing wars in Iraq and Afghanistan (CD#55).

- Approved an amended resolution, that calls for an action plan to remedy the current library budget crisis (CD#56).

- Passed memorial resolutions for Jane Belon Shaw, Kate McClelland, Kathleen Krasniewicz, James Joseph Michael, Judith Fingeret Krug, Margaret T. Lane, Minnie-Lou Chittick Lynch, Coleen Cole Salley, E. J. Josey, Marjorie Gray Wynne, Evan Farber, Connie Costantino, and Virginia Saunders as well as tributes to ALA's Association of College and Research Libraries Arts Section, the National Library of China's 100th anniversary, and the Freedom to Read Foundation's 40th year. —P.A.G.

ALA-APA

OVERTIME PAY PROTECTION URGED

By a vote of 73–64, the ALA–Allied Professional Association Council approved a measure that urges President Barack Obama and the U.S. Department of Labor (DOL) to restore wage and hour regulations that protect overtime pay for workers. According to Patty Anderson, chair of the ALA-APA Committee on the Status of Library Workers, those regulations were "weakened" by the Bush administration (APACD #8.4, revised).

The Fair Labor Standards Act, enacted in 1938 and enforced by DOL's Wage and Hour Division, establishes a minimum wage and

protects workers from excessively long work hours as well as outlawing certain child labor practices.

The ALA-APA Council also approved an FY2010 budgetary ceiling of \$182,326 that projects total revenue of \$178,358 and net revenue of \$34,257 (APACD#\$4.5). It also includes a \$25,000 ALA loan principal payment.

"Like ALA, APA's revenues are not expected to reach budget target, with a projected revenue shortfall of about \$19,000," Treasurer Rod Hersberger explained in a budget update for the nine months ending May 31 (APACD#4.4). "The

FY2010 budget is more realistic than past ones and I am positive we will receive the necessary financial results," he added.

In a report on the Certified Public Library Administrator Program, Certification Review Committee member Nancy Pack said there have been a total of 13 graduates and 129 candidates, mostly from mid-size libraries (APACD#10.1).

Pack said factors that are contributing to the lack of enrollment include awareness, encouragement by supervisors, and a certain expectations by states regarding professional development.

ALA Executive Board

FY2009 division, round table endowment contribution delayed

The ALA Executive Board approved a recommendation from the Finance and Audit (F&A) and Budget Analysis and Review (BARC) committees that will delay the FY2009 and FY2010 division and round table ALA endowment transfers (Executive Board Document #4.0).

The action was approved by the board at meetings held July 10, 13, and 15 during Annual Conference in Chicago.

ALA Treasurer Rod Hersberger said that because FY09 revenues are down \$2 million, the Association's current cash flow position has been negatively impacted. He said delaying the transfers "will not only improve the cash position situation, but will also improve the liquidity ratio requirements stipulated in the *Choice* magazine and Washington Office property financing."

Endowment Trustee Chair Daniel Bradbury reported that as of June 30, the endowment fund increased from \$23.4 million to \$24.8 million—a 5.8% return (EBD#13.6).

The board approved the F&A/BARC recommendation of a prelim-

inary FY10 budgetary ceiling of \$64.4 million (EBD#3.9). It also approved an FY2008 special federal grant audit (EBD#4.18).

The board also voted to establish a Library Support Staff Certification Program, the first national program of its kind (EBD#12.55, revised). Funded

by an Institute of Museum and Library Services grant, the program will be managed by the ALA-Allied Professional Association.

Generational differences, as-
sociation competition within
ALA and other

professional associations, and ALA's future will be explored by the Young Turks Advisory Group Task Force, an initiative of 2009-2010 ALA President Camila Alire (EBD#12.62). The board formally approved the group, which is designed to recruit and retain young librarians.

Committee on Accreditation Chair Richard Rubin presented a progress report on its examination of the Presidential Task Force on Library Education recommendations (EBD#12.66).

Conference Services Director Deidre Ross reported on the conference's record-breaking attendance figures of

28,941 (see p. 70). But Ross said the number of exhibitors was down 12%, which also adversely affected advertising and hotel commissions.

President Jim Rettig presided. Also attending were outgoing members Immediate Past-President Loriene Roy, Mario M. Gonzalez, and Terri G. Kirk, as well as Diane R. Chen, Joseph M. Eagan, Em Claire Knowles, Charles E. Kratz, Larry Romans, Vice-President/President-Elect Roberta A. Stevens, and Executive Director Keith Michael Fiels. Incoming President Alire presided at the final board meeting, joined by new members Patricia M. Hogan, Stephen L. Matthews, and Courtney L. Young. —P.A.G.



ALA President Jim Rettig (far right), joined by other Executive Board members, cut the ribbon to open the exhibits.

ALA-APA POSITIVE REVENUE EXPECTED

The ALA-Allied Professional Association Board of Directors approved an FY2009 budgetary ceiling of \$183,899 (APABD #3.21).

Treasurer Rod Hersberger said revenues of \$178,358 are expected from *Library Worklife* subscriptions, salary survey sales, and certification fees.

As of May 31, APA had lost \$19,229, but Hersberger said an approximate \$4,000 revenue gain is expected by the end of FY09.



Read more about it at www.ala.org
Click on About ALA, then Officers & Executive Board.

Currents

■ **Patrick Alexander** has been promoted to director of Penn State University Press in University Park.

■ **Roger Ashley**, executive director of the Michigan Association for Media in Education, retired in June.

■ **Kathy Bailey** was promoted to public services assistant director for Tuscaloosa (Ala.) Public Library May 1.

■ **Katy Baum** has joined Hollins University's Wyndham Robertson Library in Roanoke, Virginia, as cataloging and periodicals librarian.

■ **Terry Belanger**, direc-

tor of the Rare Book School at the University of Virginia in Charlottesville, has announced his retirement.

■ **Erik Blomstedt** retired as director of Three Rivers Public Library District in Channahon, Illinois, June 30.

■ **Elizabeth Bradt** retired as public services assistant director for Tuscaloosa (Ala.) Public Library April 30.

■ April 6 **Stephen Brooks** became head of monographic services at the University of North Carolina at Chapel Hill.

■ **Erica Brown** has been



Daniel Hickey



Rudy Leon



Lori Mestre



Valeria Molteni

promoted to manager of Jacksonville (Fla.) Public Library's Webb Wesconnett branch.

■ Oregon State University in Corvallis has appointed **Stefanie Buck** as instructional design/social sciences librarian.

■ July 1 **Brian Doherty** became director of Jane Bancroft Cook Library at the University of South Florida at Sarasota-Manatee.

■ **Joshua Finnell** has joined Denison University in Granville, Ohio, as humanities liaison librarian.

■ Baltimore County Public Library director **James H. Fish** has been appointed chair of the Maryland Advisory Council on Libraries through June 30, 2010.

■ **Kim Forster** has been promoted to manager of Jacksonville (Fla.) Public Library's Argyle Branch.

CITED

■ **José Aponte**, director of San Diego County Library, was named a Public Health Champion by the county's Health and Human Services Agency April 10.

■ **Hampton M. "Skip" Auld**, director of Durham County (N.C.) Library, received the Urban Libraries Council's Joey Rodger Fund for Library Leadership Award for excellence in community relations.

■ The Urban Libraries Council has awarded San Antonio Public Library Board Chair **Jean Brady** its Urban Player Award.

■ **Jim Cheng**, head librarian of the International Relations and Pacific Studies Library at the University of California at San Diego, has been awarded a Fulbright Scholar grant to conduct research at the National Taiwan University.

■ **Sarah Clark**, student at the University of California at Los Angeles, has been awarded the Progressive Librarians Guild's Miriam Braverman Memorial Prize for best essay by a student of library and information science on

an aspect of the social responsibilities of librarians.

■ **Caryl E. Gray**, librarian for the College of Agriculture and Life Sciences at Virginia Tech in Blacksburg, has been conferred emeritus status.

■ **Della Jones**, retired Owen County (Ky.) High School librarian, received an honorary degree May 9 from her alma mater, Kentucky State University.

■ **Christopher J. Prom**, assistant university archivist and associate professor of library administration at the University of Illinois at Urbana-Champaign, has received a Fulbright Scholar grant to conduct research at the University of Dundee in Scotland.

■ **GladysAnn Wells**, Arizona State Librarian, has received the Distinguished Public Service Award from the University at Albany, New York.

■ **George Yi**, doctoral candidate at Texas Woman's University in Denton, has been awarded the Eugene Garfield Doctoral Dissertation Fellowship from Beta Phi Mu.

- **David Fulton** has joined Polaris Library Systems as site manager.
- **Paula Ganyard** has been appointed director of Cofrin Library at the University of Wisconsin at Green Bay.
- Thiells (N.Y.) Elementary School Librarian **Laura Goldhamer** retired in June.
- July 1 **B. Donald Grose** retired as dean of the University of North Texas Libraries in Denton.
- July 6 **Eileen Heeran** became assistant head of technical services and head of cataloging for Louis Round Wilson Special Collections Library at the University of North Carolina at Chapel Hill.
- **Daniel Hickey** has been appointed business and information sciences librarian at Penn State University in University Park.
- In August **Carol G. Hixson** became dean of Nelson Poynter Memorial Library at the University of South Florida in St. Petersburg.
- June 30 **Karen Horny** retired as dean of library services at Missouri State University in Springfield.
- Medaille College in Buffalo, New York, has promoted **Pamela Jones** to library director.
- **Daniel Kibler** has been promoted to manag-

- er of the Dallas Graham branch of Jacksonville (Fla.) Public Library, and **Sharon Kirkes** has been promoted to librarian senior.
- July 12 **Michael Klein** joined Oregon State University in Corvallis as digital applications librarian and assistant professor.
- **Rudy Leon** has joined the University of Illinois at Urbana-Champaign Library as assistant professor and learning commons librarian.
- May 1 **Melissa Levine** became lead copyright officer at the University of Michigan Library in Ann Arbor.
- **Krystal Lewis** joined Temple University Libraries in Philadelphia as coordinator of information literacy and reference June 8.
- July 1 **Pamela Mann** became reference, instruction, and outreach librarian at St. Mary's College of Maryland.
- **Sue Maywood** retired in June as librarian at Montpelier (Vt.) High School.
- June 16 **Lori Mestre** was promoted to head of the undergraduate library at the University of Illinois at Urbana-Champaign.
- July 1 **Andrea Miller** became assistant professor and acquisitions librarian at Missouri State University in Springfield.
- **Valeria E. Molteni** has joined San Jose (Calif.)

- State University's Martin Luther King Jr. Library as academic liaison librarian.
- The University of Maryland Libraries has named **Irene Munster** associate director and head of the library at the Universities at Shady Grove.
- July 1 **Carol A. Nersinger** became executive director of Albany (N.Y.) Public Library.
- **Susan J. Pizzolato** started as director of Matapoisett (Mass.) Free Public Library July 15.
- **Jean Armour Polly** was named director of Liverpool (N.Y.) Public Library June 26.
- July 1 **Sue Rainey** retired as director of Darlington County (S.C.) Library System.
- **T. Peter Ramsey** has been appointed reference and instruction librarian at Penn State Great Valley Library in University Park.
- June 15 **Sue Randleman** became director of Art Circle Public Library in Crossville, Tennessee.
- **Sue Rice** retired in June as head librarian at Portage Lakes (Ohio) Library.
- Sacramento (Calif.) Public Library named **Rivkah K. Sass** as library director May 28.
- October 30 **Louise Schaper** will retire as executive director of Fayetteville (Ark.) Public Library.
- **Robert E. Schnare Jr.**, director of the Naval War

- College Library in Newport, Rhode Island, retired July 3.
- University of California at San Diego University Librarian **Brian E.C. Schottlaender** has been appointed to the executive committee of HathiTrust.
- The University of Maryland in College Park has named **Linda Seguin** systems librarian for the Information Technology Division.
- **Cynthia Snyder** joined Rollins College's Olin Library in Winter Park, Florida, as public services librarian June 15.
- **Mark W. Sorensen** has retired as assistant director of the Illinois State Archives.
- May 18 **Mary J. Soucie** became executive director of Three Rivers Public Library District in Chanahan, Illinois.
- July 7 **Cheryl Space** joined the Rhode Island Office of Library and Information Services in Providence as youth services librarian.
- September 1 **Michael F. Suarez** becomes director of the Rare Book School at the University of Virginia in Charlottesville.
- **Colleen Verduin** has been named director of library services at Southwestern Michigan College's Fred L. Mathews Library in Dowagiac.
- **Alicia Waters** has been named OLIS librarian for the Rhode Island Office of Library and Information Services in Providence.



Jean Polly



Rivkah Sass

Send notices and color photographs for *Currents* to Greg Landgraf, glandgraf@ala.org.

OBITUARIES

■ **Earline “Lee” Bock**, 64, media specialist at Pulaski (Wis.) School District’s Glenbrook Elementary School, died March 26 of lymphoma. She was also author of the children’s book *Oh, Crumps!*, a puppeteer with Kokopelli Puppet Theatre, and an adjunct instructor at the University of Wisconsin at Green Bay.

■ **Jody (Margaret Ann) Bush**, 72, deputy director of Berkeley (Calif.) Public Library until her 1999 retirement, died June 14 of lung and soft tissue cancer. Her career included stints in Washington, D.C., and Providence, Rhode Island; activities included starting a librarians’ union, establishing a bookmobile, and advocating for library accessibility, ESL and adult literacy, inclusion of gay literature, taking books into prisons for inmates, and diversity on library staffs.

■ **Ruth Frame**, 92, ALA deputy executive director in 1973–84, died May 9. She also served as executive secretary of ALA’s Library Administration Division, and as a librarian with the U.S. Army and the State Library of Michigan.

■ **Lillie Mae Harris Fincher**, 75, immediate past president of the Birmingham (Ala.) Public Library Board of Trustees, died June 15.

She had served as trustee since 1999 and president of the board in 2006–2008.

■ **Miriam Lee Hilton**, 43, reference librarian at Dayton (Ohio) Metro Library, died suddenly May 13.

■ **Margaret Taylor Lane**, 90, who served for many years as recorder of documents for the State of Louisiana and as a law librarian, died May 10. The Louisiana Library Association named an award in her honor to recognize excellence in the field of government information.

■ **Edward Connery Lathem**, 82, Dartmouth College dean of libraries emeritus, died May 15. He wrote more than 30 books and edited works by poet Robert Frost. Lathem served as president of the Association of Research Libraries in 1976–77 and was a trustee of the Dr. Seuss Foundation from 1985 until his death.

■ **Barry Levine**, trustee of Homer Township (Ill.) Public Library, died April 29. He received the Illinois Library Association’s Trustee of the Year award in 2001 and the Alexander J. Skrzypek Award for outstanding contribution to advancement of library service for blind and physically

disabled individuals in 2004.

■ **James Joseph Michael**, 81, Data Research Associates vice president emeritus, died May 20. He was named Fellow of the National Information Standards Organization in 1995.

■ **Margaret M. Nichols**, 92, a children’s librarian in Tucson, Arizona, for more than 20 years, died March 22 of congestive heart failure and COPD. She was a lifetime member of ALA and served on the Caldecott Committee in 1983.

■ **Regina Ann Sinclair**, 59, who served as preservation librarian at the University of Missouri at Columbia, Johns Hopkins University in Baltimore, and the University of Iowa in Iowa City, died April 30.

■ **Paul Wasserman**, 85, founding dean of the University of Maryland’s College of Information Studies, died May 8. He held the deanship from 1965 until 1970, when he returned to a full-time faculty position. Wasserman was inducted into the Special Libraries Association Hall of Fame in 2007.

■ **Opal Ziemer**, 91, a children’s librarian at Dearborn (Mich.) Public Library for 39 years until her 1983 retirement, died June 5.

■ **Deborah White** is new youth services librarian at Meridian–Lauderdale County (Miss.) Public Library.

■ **Judy R. Williams**, library director at the American School of Quito, Ecuador, left in July to return to Connecticut.

■ **Barbara Winters** has left Marshall University in Huntington, West Virgin-

ia, after nine years as dean of libraries.

AT ALA

■ **Casey Bayer** was appointed production editor for ALA Publishing June 16.

■ **Katharine Fronk** was promoted to ALA Graphics coordinator June 1.

■ **Amy Gelbman** became program officer for continuing education for the

Young Adult Library Services Association May 18.

■ **Susan Hornung** became executive director of the Association of Specialized and Cooperative Library Agencies and the Reference and User Services Association July 27.

■ June 15 **Marc Huber** joined the Development Office as assistant director.

■ May 28 **Chris Keech** was promoted to managing editor of production services for ALA Publishing.

■ July 17 **Jennifer Palmer**, senior production editor for ALA Publishing, including *AL*, left ALA.

■ **Louisa Worthington**, manager of communications for the Public Library Association, left ALA June 25. ■

Exhibits Cast Their Spell

There was many a tome to lure youth services librarians

by Jennifer Burek Pierce

A princess and pastel balloons were among the first things I found in the exhibit hall at the 2009 American Library Association Annual Conference. They became my guiding influence as I wandered the aisles, prompting me to seek out fairy tales and fantasy stories of wonder, and items to enchant a young reader or viewer. This was perhaps a lighthearted approach to looking at library resources at a time when so much is amiss, but merriment offers respite from a demanding world and there is a long tradition of combining instruction with delight.

Let us begin this story at the begin-

ning, when I spied *Princess Hyacinth (The Surprising Tale of a Girl Who Floats)* (Schwartz and Wade, September). Written by the noted Florence Parry Heide and illustrated by the celebrated Lane Smith, this charming picture book features a princess with a problem who nonetheless maintains her independence and befriends a boy with a kite who plays on the palace grounds. Princess Hyacinth is the first time Heide and Smith have worked together, although they've kept up an epistolary relationship for 17 years. "Some things are worth waiting for," Smith said.

"It's really the culmination of [Heide's] best work in one story," Smith said of their book, which he aptly characterized as blending "sweetness, romance, and surrealism." Smith, who has been watching Westerns lately, created wide yet quirkily calm vistas for Heide's heroine. Heide was enraptured by the resulting images paired with the elegant and fanciful book design by Smith's wife, Molly Leach. "They worked together, and I was off in the distance saying, 'Oh, good!'" the 90-year-old author said. "It's a thrill for me. I was dancing." Both author and illustrator believe both girls and boys will enjoy the story.

A Curse Dark as Gold by Elizabeth C. Bunce, which won the first-ever William C. Morris Young Adult Debut Award from ALA's Young Adult Library Services Association, proved popular with attendees. This historical reimagining of Rumpelstiltskin sets the story in a woolen mill in the late 1800s. "The dawn of the Industrial Revolution worked well for the sort of magic I had in mind," Bunce explained. "I wanted to know that world."

Rumpelstiltskin redux

The clever and convincingly realized story incorporates all sorts of detail about the era, from its machinery to working with sheep. Bunce said that her Midwestern surroundings prompted her awareness that readers still perform the agricultural tasks and textile arts that she represents. "These are things I know girls are doing today," she said. "I wanted to know what that felt like. And also . . . it's cool." A preserved mill not far from her home enabled her to gain experience with historical wool-making processes. "They let me shear their sheep," she said, explaining that period shears are a lot like iron hedge shears. Bunce's own expertise in sewing and embroidery—"I've had a needle in my hands for 30 years"—also supported her development of this project, as did her long-time passion for language and literature.

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at youthmatters@ala.org.



Illustrator Lane Smith and author Florence Parry Heide bask in the enthusiastic reception to *Princess Hyacinth*, their first-ever collaboration.

Bunce's fans will be waiting until the fall of 2010 for her next book, *StarCrossed*, a story, she said, about "a thief mixed up in a religious civil war." Unlike *A Curse Dark as Gold*, Bunce envisions this next book taking place in "an entirely fantasy world."

Other new and forthcoming titles for children that present imaginary worlds include Sid Fleischman's sweet adventure story *The Dream Stealer*, with illustrations by Peter Sis (Greenwillow, October), and Jackie Morris's *Tell Me a Dragon* (Frances Lincoln Children's Books, October), whose spectacular watercolors are sure to inspire readers to linger over her pages. I defy anyone to put down *The Witch's Guide to Cooking with Children*, a retelling of Hansel and Gretel by Keith McGowan (Henry Holt, September) after reading its initial narrative about the fate of children whose ideas fail to sync with their parents' perspectives. Yoko Tanaka's gloomy, modernist illustrations enhance the story's mordant feeling.

The recently published *Where the Mountain Meets the Moon* (Little, Brown) carries the fantasy story for middle-grade readers to a mystical Asian setting, where goldfish talk, painted dragons come to life, and peach trees burst into sudden and prolific bloom. Vibrant illustrations, stories within stories, and young Minli's quest make it easy to while away an afternoon with Grace Lin's latest book.

The older crowd

Somewhat older children are likely to have already noted the May arrival of a sequel to *Moribito: Guardian of the Spirit*. *Moribito II: Guardian of the Darkness* by Nahoko Uehashi, illustrated by Yuko Shimizu (Arthur A. Levine), continues the bestselling Japanese se-

ries, whose story can also be seen on the Cartoon Network.

While it begins with the evocative line "You could see from here that the house was haunted," Richard Peck's *A Season of Gifts* (Dial) does not, perhaps, fit this column's declared theme. The return of Grandma Dowdel, however, is not to be missed by those who remember Mary Alice and Joey from Peck's earlier award-winning novels.

Tweens and teens will hail a plethora of new works that can carry them to far-away places; uncorrected proofs of *Spellbinder* by Helen Stringer (Feiwel and Friends, September) disappeared almost as fast as the ghosts on its pages, leaving a trail of would-be readers seeking copies long after they were gone.

Ash, a version of Cinderella rendered with dark, mystical overtones by Malinda Lo (Little, Brown, September), seems likely to attract readers, too. For those whose primary allegiance is to video games, the forthcoming *The Hunting, Book One: Z. Rex* by Steve Cole (Philomel, September) holds action-packed promise.

Of course, not all that is fantastic is fiction. Other intriguing resources on display were *The Unofficial Harry Potter Vocabulary Builder* by Sayre Van Young (Ulysses Press, 2008), a dictionary that aspires to aid young readers with some 3,000 words and examples from the popular series.

Among the new features in World Book Online for Kids are games, mini-videos of all sorts of animals, and virtual field trips. And as an



Claire Birchard, 2, enjoys *Duck, Duck, Goose* at the Kingsley booth while Daddy (Adam Birchard) works.

iPod devotee, I was thrilled to learn that Ingram now offers more than 1,000 audiobooks for younger readers that will play on my device of choice, featuring Philip Pullman among many, many other authors.

When the crowds and chaos of the exhibits swell, I inevitably retreat to the New York Review of Books booth, where a tranquil sensibility prevails. This publisher's revival of old favorites adds the second volume of Barbara Sleigh's Carbonel Trilogy, *The Kingdom of Carbonel*, which continues the adventures of Carbonel and Queen Blandamour in Cat Country, with illustrations by Richard Kennedy. *The Kingdom of Carbonel* begins with Rosemary Brown making her way to her "very comfortable secret place," a "green cave" of currant bushes where she can daydream about the summer ahead.

Likewise, the New York Times Review of Books now offers another James Thurber story for young people, *The Wonderful O*, with illustrations by Marc Simont. *The Wonderful O* begins with pirates and mercenary adventurers and ends with love, valor, and hope for the power of words and stories.

Oh, good! ■



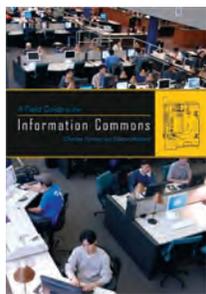
A princess and pastel balloons became my guiding influence as I wandered the exhibits; merriment offers respite.

Librarian's Library

Common Cause

by Mary Ellen Quinn

To keep students coming through the doors, more academic libraries are adopting a student-centered information commons model—providing access to information resources in new ways, offering new services, and redesigning staff and user space.



The first part of *A Field Guide to the Information Commons* discusses how the information commons idea developed,

what the main components are, and what challenges need to be overcome.

The second part, the “Field Guide,” gets down to business. Surveys were sent to over a hundred academic and research libraries, and results were compiled in entries for almost 30 institutions in the U.S. and abroad, among them, the Georgia Institute of Technology, Northwestern University in Illinois, and the University of Waterloo in Canada. For each example, we learn the purpose of the commons and what services and resources are offered, as well as each library’s approach to staffing, funding, and other issues. The inclusion of floor plans as well as black-and-white photographs is a nice touch.

INDEXED. 197P. \$65 FROM SCARECROW PRESS (978-0-8108-6100-8).

Associations under Siege

It may never have occurred to you to wonder what impact phenomena like the growth of the Chinese economy or social networking might have on your library association’s survival; but thanks to the triple threat of glo-



A Field Guide to the Information Commons discusses how the information commons idea developed.

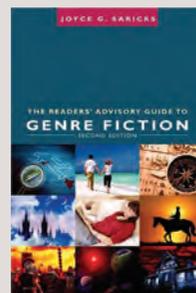
Rebecca Rolfe in *The Competition Within: How Members Will Reinvent Associations*. New economic and membership realities require a

balization, technology, and demographics, “associations are under siege,” writes

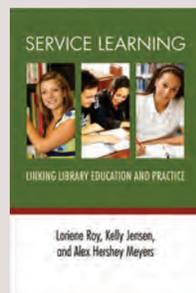
NEW FROM ALA

Well-known readers’ advisory expert Joyce G. Saricks has revised *The Readers’ Advisory Guide to Genre Fiction*, which was first published in 2001. She describes 15 genres, focusing not so much on their conventions as on less-tangible appeal factors such as style, pacing, and mood. Saricks was one of the founders of this groundbreaking approach to genre fiction, and she explains that the new edition of the book “expands the role of appeal as a way to see beyond the confines of a particular genre.”

INDEXED. 112P. PBK. \$65 (978-0- 8389-3576-7)



A product of the ALA’s Committee on Education task force on Supporting LIS Education through Practice, *Service Learning: Linking Library Education and Practice* brings together the work of a number of contributors. As former ALA President Lorienne Roy, one of the book’s editors, explains in the preface, service learning is not a new concept but is growing in importance as part of the LIS curriculum. The book provides both theoretical models and practical examples, with several chapters focusing on at-risk and disadvantaged user populations such as Latinos, Native Americans, and the incarcerated.



INDEXED. 220P. PBK. \$65 (978-0-8389-0981-2)

ROUSING READS

GAME SIX

whole new business model. To take just one example of the challenges—

and opportunities—Rolfé discusses, what does it mean that individuals can now, in effect, create their own “associations” online? Sobering and enlighten-

ing for association members and those involved in its management. INDEXED. 122P. PBK. \$15.95 FROM IUNIVERSE (978-0-595-52695-6)

Game Plan

For the uninitiated, the idea of introducing video games into the library can be intimidating. What and how to buy? What services do gamers need? What about video game-related programming? What about cataloging, storage, and other issues? What's the difference between FPS (first-person shooter) and RPG (role-playing games) and why should I care? In *Game On!*

Gaming at the Library, Beth Galloway uses a video game format to explain this popular medium, from Level 1 (the basics) to Level 6 (what to look for in the future). The core collection of essential

games is especially useful and will be updated on the accompanying website: www.informationgoddess.info/go.html. With this guide in hand, even the novice can become a master.

INDEXED. 306P. PBK. \$55 FROM NEAL-SCHUMAN (978-1-55570-595-4) ■

MARY ELLEN QUINN is editor of ALA Booklist's Reference Books Bulletin.

For baseball fans of a certain age, the words *game six* mean only one thing: Boston versus Cincinnati, game six of the 1975 World Series, the 12-inning marathon that was decided by one of the most dramatic home runs in the sport's history. Red Sox catcher Carlton Fisk didn't just win the game with a homer into the left-field seats; his hooking line drive bounced off the foul pole, fair by inches, and Fisk, in a now-iconic image, stood at home plate, waving the ball fair as it neared the pole.

If you watched or listened to game six, you've never forgotten where you were when Fisk hit that homer. I was sitting in my old friend Denny's apartment near the University of Washington campus. When the ball stayed fair, we both jumped off the couch. At that moment, Denny's hefty bookshelves, hanging by poorly installed brackets on the wall behind the couch, collapsed, their contents (brackets and all) tumbling onto the very spots where we had been sitting. So, Carlton, thank you—not only for one of baseball's greatest moments but also for saving two Red Sox fans from serious injury.

Many baseball writers have written about the 1975 series, but Mark Frost's *Game Six* (Hyperion, \$26.99, 978-1-401-32310-3) goes them one better. Using the game itself, inning by inning and pitch by pitch, as an elaborate frame story, he moves dexterously back and forth in time, providing backstory not only about the individual players but also about the two teams and the historical moment in which the game was played. Great events in sports history provide fertile ground for narrative non-fiction, and Frost, also a talented novelist, uses his storytelling skills to great advantage here. Up to this point, his sports topic of choice has been golf. His first sports book—*The Greatest Game Ever Played*, a *Seabiscuit*-like account of teenager Francis Quimet's stunning victory in the 1913 U.S. Open—showed Frost knew how to play the game. He's good at golf, but he's even better at baseball.

Even fans who think they remember game six perfectly will be pleased to relive the key moments. In addition to Fisk's game-winner, there's Luis Tiant's gallant pitching effort through the first several innings, keeping Boston in the game, and there's Bernie Carbo's three-run, pitch-hit homer to tie it up in the eighth, after the Reds had finally worn Tiant down and taken a 6–3 lead. Frost recreates those and many other moments vividly, but it is the context that makes the whole book throb with sporting life: Tiant's remarkable comeback from has-been to reborn superstar; Carbo's trouble-filled life on and off the field—too much booze, too little work ethic.

Yes, you probably need to be a fan to enjoy this book fully; but for anyone who knows the game, Frost turns a single remembered moment (Fisk's homer) into a living tapestry of why baseball holds our imaginations across generations. And it still doesn't matter one bit that the Red Sox lost the series to the Reds in game seven.



BILL OTT is the editor and publisher of ALA's Booklist.



Solutions and Services



▲ ▲ ▲ **www.auto-graphics.com**

Auto-Graphics has introduced AGent Illuminar, a next-generation **web services application** for the company's library automation platform. AGent Illuminar facilitates social networking, improved navigation, and drag-and-drop customization capabilities. Built on the open-source Flex framework, the application runs identically in all major browsers and operating systems.

www.plustek.com

Plustek offers the OpticBook line of **scanners**. The OpticBook 3600 autorotates images to keep odd and even pages organized. Plustek's Shadow Elimination Element technology permits scanning up to the book's spine. Bundled software allows images to be categorized, text to be converted to different document formats, and pages to be saved in jpg, tif, or bmp formats.



▲ ▲ ▲ **www.data2.com**

Data2 has introduced **Teslin patron cards**. The cards and key tags are available individually or as a combination set and with unlimited color options on the front of the card. Data2 offers low minimum order quantities, quick turnaround, and no setup fee.



◀ ◀ ◀ **variations.sourceforge.net**

Indiana University in Bloomington has released Variations **digital music library system software**. Variations lets institutions digitize audio and score materials from their collections and provide them to students and faculty online. Users can create bookmarks or playlists for studying or preparing presentations, and libraries can create access rules based on their own policies to ensure intellectual property rights are respected.

To have a new product considered for this section, contact Brian Searles at bsearles@ala.org.

www.magnusongroup.com

Magnuson Group's Valuta is a line of modular, rectilinear **waste and recycling receptacles** designed for large-capacity institutions. Units can stand alone or be arranged in multiple patterns for sorting waste by category and to fit available spaces. Made of lightweight recyclable steel, units are available in 20- and 40-gallon capacities, a variety of low-VOC powder-coat colors, and three pivoting top options.



▲▲ www.bigcozybooks.com

Big Cozy Books has introduced **upholstered mushroom stools** to its line of book-themed children's furniture. The stools feature a wide base for stability. Other pieces the company offers include book-shaped benches, booths, and love seats; tented books and book corners to sit against; oversized pencils and erasers; floor mats; and custom products.

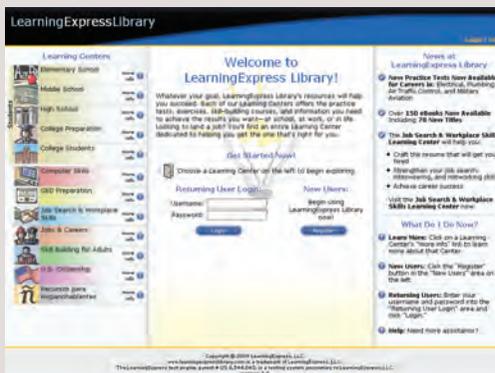
CASE STUDY

UNLIMITED ACCESS TO CAREER TUTORIALS

The North Dakota State Library in Bismarck has implemented the LearningExpress Library online learning platform on a statewide basis. As part of the agreement, all residents of the state will have free and unlimited access to more than 800 academic and career-related tutorials and practice tests, as well as more than 150 e-books, through any public, academic, or school library in the state.

"One of the North Dakota State Library's highest priorities is providing remote access to online library resources to all of its citizens," said State Librarian Doris Ott. "All that is needed for

access is a library card from any North Dakota library, including the North Dakota State Library."



The LearningExpress Library interface.

The platform can be accessed from any computer with an internet connection. It includes hundreds of interactive, skill-building courses in reading, writing, and math for all ages. It also contains a job-search and career-skills help center, which offers guidance on topics such as writing resumes, interviewing, and improving business communication skills and preparation tools for academic and career certification tests.

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Print Deadline

September 5 for the October issue, which mails about October 1. Ads received after the 5th will be published as space permits through about September 15.

Contact

E-mail joblist@ala.org or call 800-545-2433, Katie Bane, ext. 5105. Career Leads, *American Libraries*, 50 E. Huron St., Chicago, IL 60611; fax 312-337-6787.

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"Librarians' Classifieds" and "ConsultantBase" are convenient and economical ad sections that put your products and services in front of more than 100,000 readers. See print ad rates above. No ALA institutional member discount. Discounts for multiple insertions: 2-5 months, 5%; 6 months or more, 10%. ConsultantBase appears in the January, April, June, and October issues.

Advertising Policies

A salary range is requested for all job recruitment ads per ALA guidelines. The ALA Allied Professional Association endorses a minimum salary for professional librarians of not less than \$40,000 per year. Job applicants are advised to explore "faculty rank" and "status" carefully. ALA opposes residency requirements and loyalty tests or oaths as conditions of employment. Job titles should reflect responsibilities as defined in ALA

personnel guidelines. ALA requires that organizations recruiting through the Association's publications or placement services comply with ALA antidiscrimination policies. Policy 54.3 states that the Association "is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, age, disabilities, individual life-style or national origin." By advertising through ALA services, the organization agrees to comply with the policy. Ads are edited only to conform to standard style. Acceptance of an advertisement does not constitute endorsement. ALA reserves the right to refuse advertising.

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POSITIONS OPEN

WASHINGTON AND LEE UNIVERSITY Technology Coordinator Washington and Lee University (www.wlu.edu) seeks a creative, collaborative, service-oriented and technologically skilled professional to take the lead in developing the Library's Web-based services to support the University's curriculum and its liberal arts mission. The Technology Coordinator will manage the content and design of the library's expanding Web presence, promote Web standards and coordinate usability assessment. The position works closely with other members of the Public Services staff and colleagues in the Academic Technologies Department to integrate library information systems with campus systems. This position also works with the Innovative Interfaces coordinator in developing the library's OPAC. The Technology Coordinator will

assist in implementing W&L's institutional repository and other opportunities for developing campus digital asset management systems. The successful candidate must have a graduate degree in Library and Information Science or related field. Experience in and enthusiasm for teaching and working with faculty and undergraduate students is required. At least three years of professional experience in an academic library is preferred; however, candidates with alternate experience will be considered. The salary is competitive and commensurate with experience; minimum \$46,000. **For a full description of the position and qualifications, please go to <http://library.wlu.edu/techcoordinator.asp>.** A review of applications will begin immediately and continue until the position is filled. Please send a résumé or curriculum vitae, cover letter, names and contact information for three professional references and a URL

of a portfolio highlighting your recent Web projects to: **Karin O'Callaghan, Technology Coordinator Search Committee, Leyburn Library, Washington & Lee University, Lexington, VA 24450. E-mail: ocallaghank@wlu.edu. Fax: 540-458-8964.**

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Application Submission. For best consideration, submit applications prior to October 15, 2009. Send application materials, including a CV; a letter of interest clearly describing your primary area(s) of expertise and the specific contributions that you would make to the College; and a separate statement outlining your research, teaching and service achievements and interests, by email to ischoolsearch@umd.edu. Applications also may be mailed to Senior Archives Search, College of Information Studies, 4105 Hornbake Building, South Wing, College Park, MD 20742-4345.

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Gaming & Libraries: Learning Lessons from the Intersections

By Jenny Levine

Library Technology Reports Vol. 45:5

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Regional salary guide

Listed below are the latest minimum starting salary figures recommended by state library associations for professional library posts in these states. The recommendations are advisory only. Job seekers and employers should consider these recommended minimums when evaluating professional vacancies. The ALA-Allied Professional Association (ALA-APA) Council has endorsed a nonbinding minimum salary for professional librarians of not less than \$41,680. **For additional information on librarian salaries or to update a salary figure, email salaryguide@ala.org.**

Connecticut.....	\$25.29/hr
Illinois.....	\$47,235*
Indiana.....	varies*
Louisiana.....	\$26,000
Maine.....	\$31,512
Massachusetts.....	\$47,957*
New Jersey.....	\$49,286
North Carolina.....	\$32,432
Pennsylvania.....	\$35,132*
Rhode Island.....	\$41,000
South Carolina.....	varies*
South Dakota.....	\$30,554
Texas.....	\$40,000
Vermont.....	\$33,025
Wisconsin.....	\$34,200

*Rather than establish one statewide salary minimum, some state associations have adopted a formula based on variables such as comparable salaries for public school teachers in each community, or the grade level of a professional librarian post. In these cases, you may wish to contact the state association for minimum salary information.



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- 1 year of work experience in a supervisory and/or lead capacity role

APPLICATION PROCEDURES: DEADLINE TO APPLY: 4 P.M. October 2, 2009
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Princeton University Library
Princeton, New Jersey
Requisition # 0900225

Complete job can be viewed by going to:
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Nominations and Applications:

Review of applications will begin immediately and will continue until the position is filled. Nominations and applications (cover letter, resume and the names, titles, addresses and phone numbers of three references) will be accepted only from the Jobs at Princeton website:

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From Slides to Eternity

For every PowerPoint, there is a season

by Will Manley

I thought I'd seen all the possible applications of PowerPoint—that is, until the memorial service for a man I barely knew. He was a prominent member of the community, too prominent to have spent time with the likes of someone as ordinary as me, but my library board president thought that I should go to his funeral, which was held in one of those huge non-denominational megachurches. The service was quite moving. The hymns, the readings from Scripture, and the homily about the brevity of human life versus the eternity of heaven all hit home.

If ever a pastor were going to touch the hearts and minds of his flock, it would be at a funeral. Here time stands still. Cell phones are turned off and iPods are put away. There is nothing to distract you from the stark reality of a dead man propped up in a shiny new coffin at

the front of the church. Dude, you're going to die. Deal with it. Any pastor worth his salt has an audience just primed for conversion at a funeral.

This particular pastor was certainly on target. With gentleness and solemnity, he spoke movingly of the immortal soul being freed from the painful confines of the dying body. Then inexplicably, he turned on a PowerPoint presentation, and the sublime quickly turned ridiculous.

On the megascreen and through the high-amp speaker system we observed the deceased, "a man for all seasons—all hunting seasons," decked out in an orange coat shooting a variety of living things—deer, moose, turkeys, and javelinas. So much for the solemnity of life.

Okay, maybe I shouldn't blame this liturgical farce on PowerPoint, although speakers can't seem to resist it. You see PowerPoints at wedding receptions, traffic school, baby showers, court proceedings, bachelor parties, and hardware-store "how to" programs. In fact the terms "presentation" and "PowerPoint" have become almost synonymous.

If PowerPoint

hadn't existed, would this pastor have featured the deceased's hunting life via an old-fashioned slide show? Certainly not: The very term "slide show" produces an immediate groan of pain. The irony, of course, is that a PowerPoint presentation is nothing more

than a glorified slide show. Just because a PowerPoint is produced by a computer, must we use it everywhere?

If you want me to speak at your library event, please remember that I do stand-up comedy, not PowerPoint. I will admit, though, that the funeral PowerPoint *was* pretty funny—especially with the subject propped up in his casket below the screen in a three-piece suit.

If I had to use PowerPoint, I would celebrate all the really bad PowerPoints I have endured. Let's see: There was the one on library management where the speaker, wielding one of those annoying laser pointers, faced the screen instead of the audience. There was the seminar on how to give an effective PowerPoint presentation in which every word the presenter said appeared verbatim on the screen. And there was the program on emerging library technologies in which the presenter and the conference AV expert spent 20 fruitless minutes trying to get the PowerPoint to work.

That was my favorite. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at wmanley7@att.net.

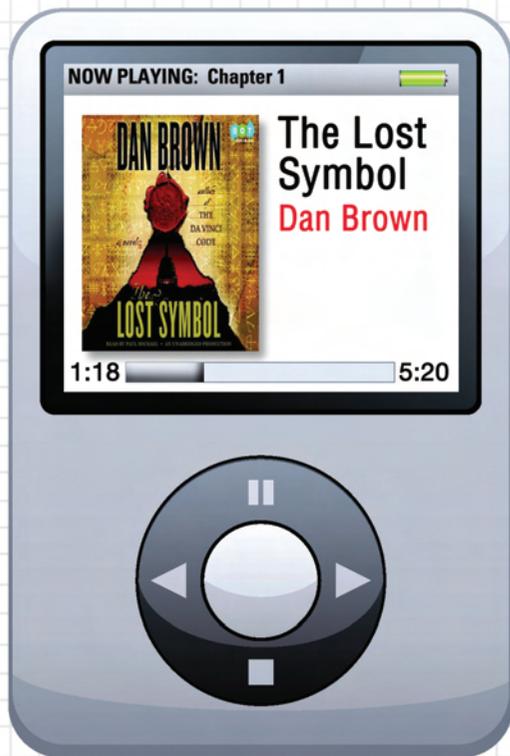


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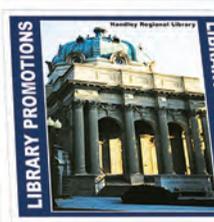
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