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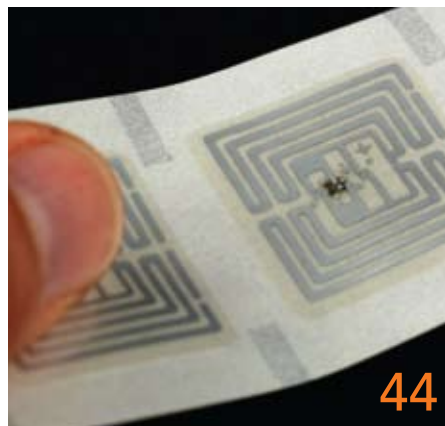
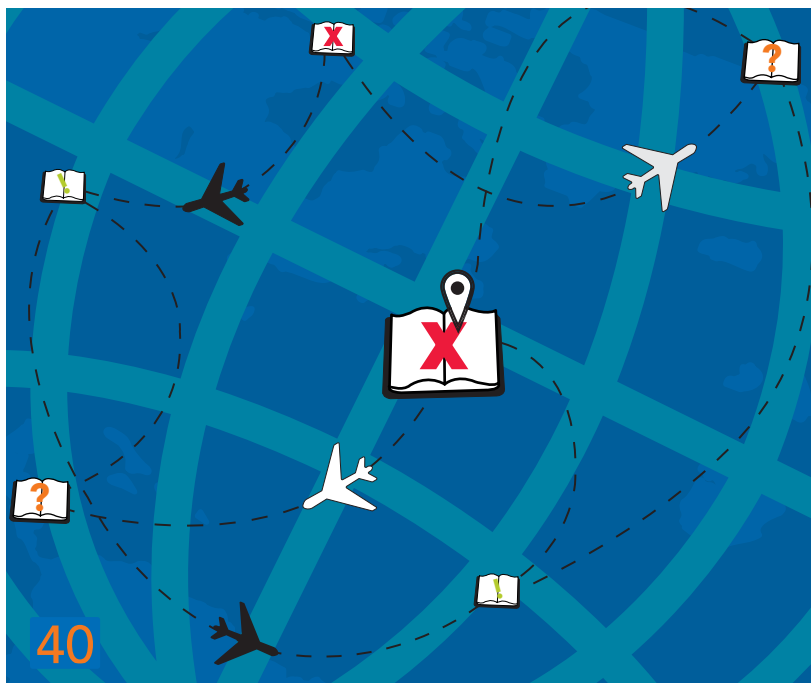
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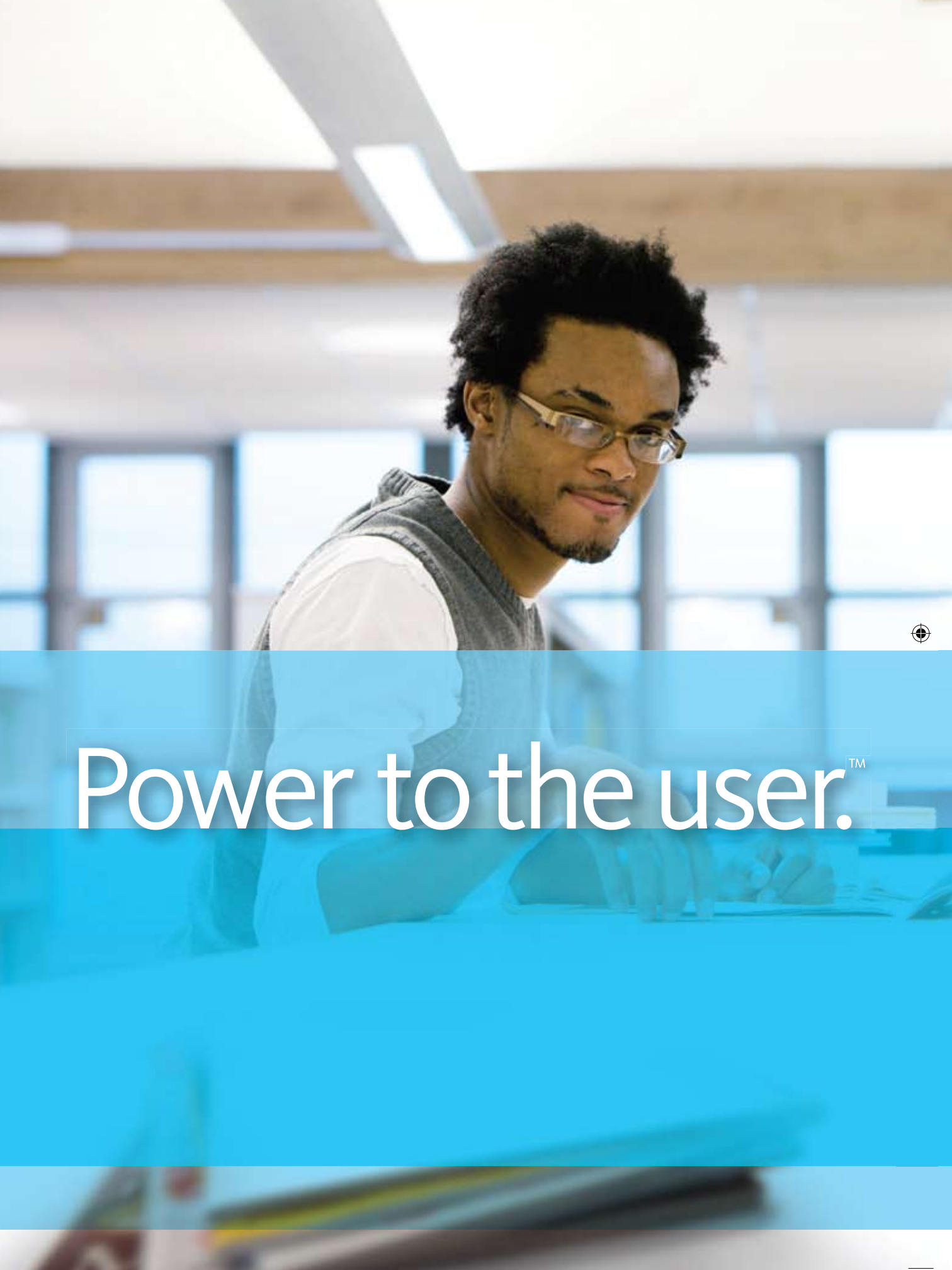
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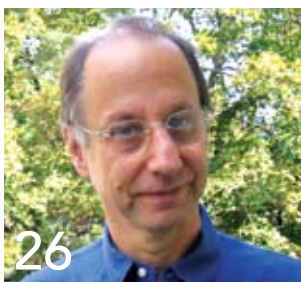
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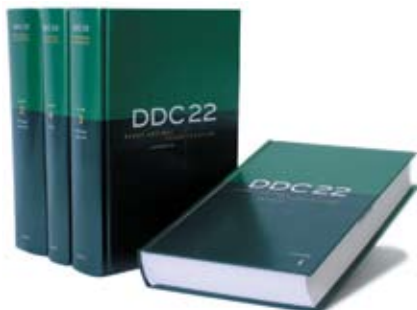
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Fear of Socialism

by Leonard Kniffel

Two small items in this month's *American Libraries* really connected for me. On page 34 we have a quote from the *San Francisco Chronicle*'s open reader forum, in which the writer says facetiously, "Of all the current assaults on our noble republic, perhaps none is more dangerous than the public option—specifically, the public library option [which] has undermined the very foundations of our economy." Calling libraries "a menace to capitalism," he mocks an attitude that is all too real to less-government extremists.

Then on page 12 a reader writes presciently that "public libraries are those rare cases where socialism works rather well," adding, "I'm almost afraid to bring this up as it may lead these people to oppose public libraries on general principles and firebomb them."

The national debate over healthcare has everyone trying to take a position,

with some conservatives waving the specter of socialism at any mention of a public option. ALA has taken the position that a public option is essential to a better system and has attempted to share that conclusion with lawmakers in Washington, and so we are tossed by many into the socialism camp.

The fear that all things public are socialistic doesn't often spill over into discussions about the value of public libraries, but at a time when fear mongers will go to any length to further their agendas,

it seems to be happening more and more. Meanwhile, cooler heads remind us that it isn't health care that needs reforming so much as it is capitalistic health care insurance. It's not hospitals or public libraries or educational institutions that got us into this financial mess.

While the economy tanked, library use has continued to soar, as ALA's Office for Research and Statistics points out in an article on public access to information technology (p. 50). In launching the new @your library website for the public this year, ALA approached the project in a nontraditional way, building a buzz, as Peggy Barber and Linda Wallace put it in their cover story on page 36, through social media and person-to-person contact. We are reaching out to other nonlibrary educational organizations one at a time, hoping to build a network of links to www.atyourlibrary.org that will engage others in this public awareness campaign for more and better library use.

Many people have asked me why we need a public awareness campaign for America's libraries at a time when people are standing in line for service. The answer is that this is precisely the time, because we need to be seen as an economic solution and not as a self-serving burden merely trying to hang on to our jobs.

Also in this issue, Shai Robkin takes a practical look at how to launch a successful RFID project (p. 44); and longtime intellectual freedom activist Barbara Jones examines a true menace, the concept of libel tourism (p. 40)—and rest assured, there's nothing socialistic about it. ■

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or public libraries
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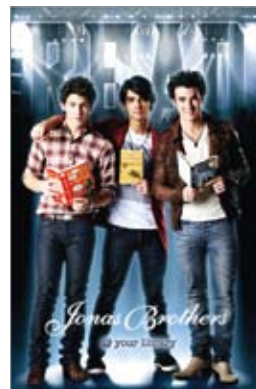
New video from *American Libraries* on author Wesley Adamczyk, Banned Books



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>>> Legislation

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Advocacy: Part II

Route 66: From Chicago to literacy advocacy

by Camila Alire

In my first column, I mentioned the symbolic journey on the old Route 66 from Chicago to L.A.—Library Advocacy (*AL*, Aug./Sept., p. 8). Let's now embark on the second part of that trip. It is still the same route from Chicago to L.A., but this time the road leads to Literacy Advocacy. Although I include all types of literacy, such as reading, information, financial, cultural, and technical/digital, my focus here is on reading.

As library professionals, we know that a literate nation helps us maintain our democratic ideals, such as freedom of speech, expression, and press. Our populace can read and stay abreast of issues that affect those democratic ideals. They can read and be informed about actions that might jeopardize any of those ideals. But they can only stay informed and engaged if they have basic reading skills to access that information.

Libraries play a vital role in making our nation literate, and a literate nation is the foundation of our democracy. The challenge for our nation is that we are falling behind in our national basic literacy skills scores. I am concentrating on reading or basic literacy skills (BLS), which includes adults as well as young adults, 16 years and older. The deficiencies range from

being unable to read and understand any written information in English to being able to only locate easily identifiable information in short, commonplace text, nothing more advanced.

The National Center for Educational Statistics administers the National Assessment of Adult Literacy (NAAL). The results of the last NAAL assessment study in 2003 revealed

that at least 90 million adults in the United States read at or below basic literacy levels (nces.ed.gov/naal). Fifty-five percent of adults with below BLS

did not graduate from high school, compared to 15% of adults in the general population. Additional test results reveal that several minority groups fall below BLS levels—44% of Latinos, 24% of African Americans, and 14% of Asian/Pacific Islanders. These are startling statistics and we have to start somewhere to raise those levels.

Members of my presidential initiative working group are focusing on a literacy effort that will provide resources to the five ALA ethnic affiliates to develop family literacy projects and programs that can be replicated by libraries throughout the country. The plans are in the spirit of ALA's Association for Library Service to Children's El día de los niños/El día de los libros (Children's Day/Book Day), the

family literacy program founded by Pat Mora in collaboration with the ALA affiliate Reforma: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking. The programs should specifically serve any or all ethnic/racial groups but be available to all community users. Details will be announced as they become available.

Spotlight on Spectrum

As I mentioned in my October column (p. 8), Immediate Past President Jim Rettig, President-Elect, Roberta Stevens, and I are raising funds for the ALA Spectrum Scholarship Initiative. The following highlights one of the many Spectrum success stories.

Alexandra "Alex" Rivera, outreach librarian at the University of Arizona in Tucson, serves as the coordinator of the university libraries' Peer Information Counselors, a group of students from underrepresented minority groups who deliver information access services, provide library tours, and present workshops. She also supervises Knowledge River LIS for Hispanic and Native American graduate assistants.

Help us continue the Spectrum success stories with a tax-deductible contribution. To donate online, visit www.ala.org and click on giveALA, or send an e-mail message to development@ala.org. ■

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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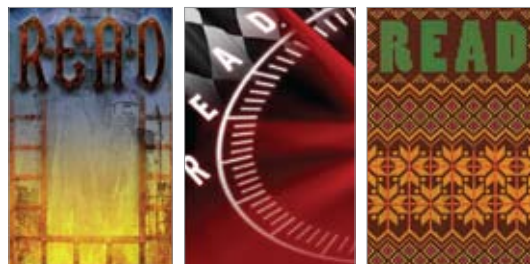
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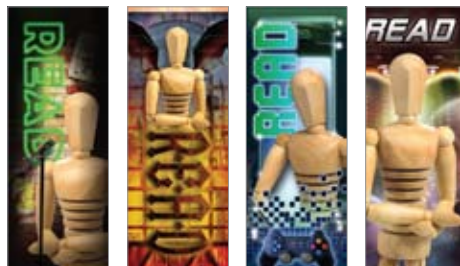
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Strategic Planning

A look at where we've been and where we're going

by Keith Michael Fiels

When work began five years ago on the "ALA Ahead to 2010" strategic plan, it was clear that the effort would be like no other in the Association's history. By the time the plan was adopted, nearly 16,000 ALA members had been involved in the 2010 planning process.

With one year left to go, the natural question is: What did we accomplish? How are we doing in relation to the objectives we set for ourselves four years ago?

The good news is that, by any measure, we have made significant progress in all of our goal areas. Some of the more significant accomplishments by goal:

Advocacy

In 2007, we established a new Office for Library Advocacy. Since then, OLA has developed training, resources, and networks to strengthen advocacy at the state and local levels. These have included advocacy training institutes attended by 2,000 people to date, and the newly launched "Advocacy U" website, an online "university" providing local advocates with real courses designed to help in real situations.

The Public Library Association's "Turning the Page" two-day intensive advocacy training has been provided to more than 2,200 libraries with help from the Gates Foundation, a perfect example of a strategic partnership that benefits libraries.

Today, the Capwiz system, provided by ALA, is used by nearly every state to support online advocacy. When

state budget crises threatened library funding, ALA chapters found Capwiz invaluable in supporting local efforts to roll back proposed cuts. Nearly all of these efforts were successful in restoring some funding.

The need for research to support library advocacy has led to an expansion of activity for the Office for Research and Statistics. Again, a strategic partnership with the Gates Foundation has allowed ALA to gather funding information earlier than ever before. ORS studies figure prominently in the new annual *State of America's Libraries Report*, which ALA published in April and has brought increased media attention to library issues.

A national *En Tu Biblioteca* campaign has used radio ads to increase public awareness in the Latino community of the many services that libraries provide, and a new @ your library website has been created at www.atyourlibrary.org with support from Carnegie Corporation of New York, to help the public make new and better use of libraries.

Last, the merger of ALA's trustee division with the independent Friends of Libraries USA was an "outside the box" approach to building an expanded base of citizen supporters. The I Love Libraries website for library advocates now receives 11,000 visitors a day.



The good news is that, by any measure, we have made significant progress in all of our goal areas.

Education

Two major advances in the area of education have been the adoption of the Core Values of Librarianship and the Core Competences for Librarianship. Both represent the culmination of many years of work and establish a firm basis for more effective library education.

A grant from the Institute of Museum and Library Services has allowed the Association to develop the first-ever standards for library support staff. Support staff play a critical role in quality library services, and the Association can now ensure them the highest quality training.

Public Policy

ALA has continued its ongoing fight against censorship and is now working with strategic partners to launch a national campaign to increase public awareness of the need for privacy protection in a digital age. With the Patriot Act up for reauthorization, efforts continue to amend those sections that permit government surveillance of library users without due process or just cause.

Preserving fair use copyright protections remains an Association priority, and ALA scored a major victory in our struggle to preserve public access to government information when Congress, at the urging of the library community, ordered closed EPA libraries reopened.

Most recently, the Washington Office has worked hard to help libraries benefit from broadband deployment funds made available through federal economic stimulus legislation.

Building the Profession

Increased leadership training and leadership opportunities were important objectives of the strategic plan. Since it began four years ago, the Emerging Leaders program has provided more than 430 younger members with leadership training and a chance to serve on ALA committees. ALA's Library Administration and Management Association has become the Library Leadership and Management Association, with a new focus on leadership training and development.

Inexpensive, easy-to-access online continuing education in a variety of formats has become a reality. Last year, more than 4,000 people took an ALA online course.

An exciting new recruitment website now makes it easier than ever for those considering a career in librarianship, and a revamped JobLIST continues to offer the most comprehensive job listing in library and information science and technology. Our efforts to promote diversity in the profession have resulted in a total of 600 Spectrum scholarships, and a major grant from IMLS has increased the number of scholarships for the last three years. A Spectrum presidential initiative, now underway, is working to raise a million dollars more for future scholarships.

Membership

Member service has been an Association priority under the strategic plan, as have member recruitment and retention. Student membership has grown by leaps and bounds, with 10,000 students now members. The result is an ALA that is now younger than the profession as a whole.

Electronic participation took a giant step forward with the launch of ALA Connect last year. Connect now

has 1,500 online communities and groups. *AL Direct*, AL Focus videos, wikis, blogs, Twitter, and a branch in Second Life now keep members in touch with the latest developments in libraries and the profession.

Organizational Excellence

One objective was to create a more "nimble" ALA, better able to respond to emerging opportunities or threats. A major step toward this was the creation of a 2010 fund, designed to foster collaboration among ALA units and support grassroots projects aimed at strategic objectives. Thirty-three projects have been funded to date.

Self-assessment and continuous improvement are now part of every ALA service. By learning from mistakes and improving processes over time, ALA services ranging from membership renewal to online voting are easier and more user-friendly than ever. The most tangible product of this continuous improvement is the ALA website, which has received higher and higher ratings from members each year.

What We Learned

The strategic plan has allowed us to be much more proactive and much less reactive. It provided the first-ever focus on member services and the organization itself. Each president over the last five years has helped advance some aspect of the plan through a presidential initiative. The Association has used strategic partnerships and grants as never before. Often, these opportunities did not exist when the plan was developed. Because the plan was truly strategic, opportunities could be pursued and strategies modified over time.

The 2015 planning process is already underway, and a draft plan will soon be available for member comment, discussion, and modification. Stay tuned! For more information on the 2015 planning process and the 2010 plan goals and objectives, visit www.ala.org. ■

Statement of Ownership, Management, and Circulation

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Other classes mailed through the USPS: Average 43; Actual 39

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Total free distribution: Average 1,030; Actual 1,060

Total distribution: Average 65,168; Actual 63,498

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Statement of Ownership, Management, and Circulation (PS form 3526) for 2009 filed with United States Postal Service in Chicago, Sept. 30, 2009.

Letters and Comments

Kudos for Salinas's 100th

A high-five to Salinas (Calif.) Public Library Director Elizabeth Martinez on the success of the library's centennial celebration (see p. 22)—you did it again by bringing off a superb

A high-five to Salinas Public Library Director Elizabeth Martinez on the success of the library's centennial celebration.

celebration. Relax, enjoy, and recover! The coverage in *American Libraries* should encourage others to celebrate, despite bad times.

Many libraries started

as Carnegies and are due for centennials. They may be inclined to sluff over it and say, "There's no money." Just when celebrating is most needed.

Marlys Maher
Salinas, California

Public Libraries and Education

In her article, "Public Libraries: Necessities or Amenities?" (Aug./Sept., p. 46–48), Joey Rodger makes some great points, such as "public libraries came into being to extend the reach of public education" and "we are all about education."

I highlight these nuggets because public libraries have the power to be viewed exclusively as a necessity. How? By recognizing that we are education—what people value most.

Consider that everything we do falls under the following three educational pillars:

I. Self-directed education through vast collections of items in print and online.

II. Research assistance and instruction for individuals and groups. This pillar includes classes, seminars, and workshops for all ages, taught or facilitated by library instructors.

III. Instructive and enlightening experiences through cultural and community center concepts, events, and partnerships. By replacing typical library terms with bold, value-enhancing words and phrases, we have the capacity to receive full credit for what we already do, and maximize funding.

How do you answer, "What does your organization do?" Compare your response to a value-enhanced possibility: "We deliver quality education for everyone." If you were mayor, county executive, or governor, which answer would align with your highest priority, causing you to fund more?

Valerie J. Gross
Howard County Library
Columbia, Maryland

Keep Standard Code Updated

I served as parliamentarian at several ALA Annual Conferences a few years ago, prior to my retirement. I have fond memories of working with ALA officers and staff, and continue to work with local libraries in fundraising and other activities.

ALA uses *The Standard Code of Parliamentary Procedure* as its parliamentary authority, as do all associated library organizations. I recently happened to check my local library for a copy of the *Standard Code*, and was surprised to find that it had only the second edition, the one published in 1966. So, I checked two other libraries in the area and found that they, too, had only the second or third edition, instead of the current one.

I found this rather disturbing, since the fourth edition, which was published eight years ago, is a major improvement over the earlier editions. It's unfortunate that some libraries don't have the version that governs all of their meetings.

Librarians should be reminded that they should have on hand the current edition of the book that serves as their parliamentary authority.

Ed Bliss
Lompoc, California

Socialism and Classification

I wonder if those people who shout "socialism" at public meetings about health care have ever borrowed books from their library.

Public libraries are those rare cases where socialism works rather well. Not perfectly, but well. Public libraries have not driven bookstores out of business any more than public schools have hurt private schools.

I'm almost afraid to bring this up as it may lead these people to oppose public libraries on general principles and fire bomb them. Still, some of these protestors might make the connection so the profession should be prepared for these charges.

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

Public libraries have not driven bookstores out of business any more than public schools have hurt private schools.

On a completely different matter, the last time I looked (I have been retired for 10 years), the Dewey office at the Library of Congress was still thinking LC when assigning Dewey numbers.

As a case in point, travel in Dewey includes travel to a place, what to see, where to stay, and where to eat. All such guides are lumped together—a fine arrangement for middle to small public libraries. In LC classification, restaurant guides are considered part of restaurant management and hotel guides are considered part of hotel management.

This may be fine for a large research library, but it is a dedicated disservice to the general public who needs such material together. Yes, as long as the material can be found—and retrieved—it isn't that big of a deal, but for browsing on open shelves, what people want/need for trip planning should be together.

Other subjects could be picked as well. Even Dewey himself noted that the classification should match the strengths of a given collection and his scheme was not an absolute, but flexible.

J. B. Post
Paoli, Pennsylvania

Call for MLS Reevaluation

I completely agree with Emily Nedell Tuck's response to the "Bunheads" article (Mar., p. 10). I have an MLIS with an undergraduate degree in English and have found that many of the suggestions for alternative careers for librarians are completely absurd suggestions.

I would never tell a young person today to go for an MLS unless they had a JD or years in legal research at a large firm. If you have really good computer programming skills, then it may make sense for digital and other metadata work.

I also don't understand why an MLS has to be a master's degree. I have worked in a public library, a government library, a school library, and as a

paraprofessional in both a law firm and law school. I do not see the need to have anything but an undergraduate degree. If you are going into

academia that is different and usually requires a second master's in liberal arts. As far as public and school libraries are concerned, a master's is just not necessary.

Nurses; dental hygienists; physical, speech, and occupational therapists; and dieticians all work with undergraduate degrees. The graduate degree is available, but the undergraduate degree is also available. More harm could be done to an individual in the health care field through a practitioner than an undergraduate degree librarian could inflict.

Perhaps it is time for the field to re-examine the requirements, which are very costly compared to the income and job prospects.

Margie Wirth
New York City

Support for Specialists

In Katelyn Angell's On My Mind piece, "Squeezing Out Specialists" (May, p. 39), she wonders why libraries at research universities prefer to hire subject librarians with graduate-level degrees in their disciplines.

The two university libraries where I have worked wrestle with the question of subject degrees every time a job description is written. In my experience, a graduate subject degree is generally placed in the preferred qualifications category rather than the required qualifications list, and undergraduate degrees are in fact taken seriously.

All subject librarians work to establish professional relationships with the faculty they support and with

their departments. I have seen librarians with advanced subject degrees considered partners in teaching and research, and added to faculty mailing lists, faculty meetings, and research projects and even invited to teach in the department. Research universities also have graduate students who need librarians who understand graduate and professional research requirements and can provide guidance in finding and accessing data and materials beyond that available in the standard databases.

Can someone with Ms. Angell's background develop those relationships? Yes, of course, and many excellent subject librarians have done just that. But I see nothing wrong with academic libraries looking for subject specialists. A greater obstacle to Ms. Angell's finding a position as a psychology librarian is the economic reality that dictates that each librarian provide subject specialist support to several disciplines.

I do not know a single librarian with a graduate subject degree who is independently wealthy. We all got those degrees in the joint MLS-MA/MS/JD programs, or got graduate degrees before our MLS degree, or gained that other graduate degree while working. We had assistantships, fellowships, jobs, and loans.

University libraries do not have the ability to create free degrees independently of their university administration nor can they grant tuition waivers for employees beyond those established by the individual university or the state university system.

Roberta J. Astroff
University of Texas at San Antonio

I do not know a single librarian with a graduate subject degree who is independently wealthy.



Continue the conversation at al.ala.org/insidescoop

Study Shows Tech Access Vital

A new ALA report titled *Libraries Connect Communities 3: Public Library Funding and Technology Access Study 2008–2009* finds that more than 71% of all libraries (and 79% of rural libraries) report they are the only source of free access to computers and the internet in their communities.

Sixty-six percent of public libraries rank job-seeking services among the most crucial online services they offer, and 80% of libraries report helping patrons connect online with government information and services, including unemployment forms, food stamps, and tax information.

Forty-four percent of states reported declines in state funding for public libraries in FY2009—in some cases as much as 25% or 30%—and 14% of libraries reported FY2009 declines in fall 2008. About 38% of libraries reported budget increases at or above the rate of inflation.

With funding from the Bill and Melinda Gates Foundation, the study was conducted by ALA in partnership with the Center for Library and Information Innovation at the University of Maryland and the Information Institute at Florida State University. See page 50 for an analysis by ALA's Office for Research and Statistics.

Endowment Fund Seeks Trustee

Applications are being accepted for the position of ALA Endowment Fund trustee. The deadline is November 15.

The trustee will be selected by the ALA Executive Board during the 2010 Midwinter Meeting, to be held January 15–20 in Boston. The newly elected trustee will serve a three-year term that will officially begin at the conclusion of the 2010 Annual Conference in Washington, D.C. The term will expire at the conclusion of the 2013 Annual Conference in Chicago.

In order to ensure continuity among the trustees, upon notification the new trustee will begin serving immediately in an unofficial (nonvoting) capacity. There are three Endowment trustees, each serving a staggered three-year term. Applications are available online on the Treasurer's Page at www.ala.org.

Library Support Staff Course Providers Sought

The ALA–Allied Professional Association is accepting applications from education providers interested in offering courses for candidates in the Library Support Staff Certification Program (LSSC), the first national, voluntary certification program for library support staff.

Providers may be organizations or individuals with the expertise, training, and resources to offer courses online or face-to-face. Applications, available online at ala-apa.org, must include a course syllabus, a description of the course's teaching methods and assessment plan, and the instructor's résumé. The fee to be considered for approval is \$100 each for the first and second courses submitted and \$50 per

class for each additional course.

Candidates for certification must have a high school diploma or equivalent and have worked in a public or academic library for at least one year. Candidates have the option of completing approved courses or submitting online portfolios that demonstrate their achievement in 6 of 10 competency sets.

Approved courses will be publicized and available to all LSSC candidates. Courses that are approved will maintain that status, barring major changes, for four years.

Funded by an Institute of Museum and Library Services grant, the LSSC Program is in a testing phase in five U.S. library organizations. The program will begin accepting candidates in January 2010.

ALA Receives Web Development Award

ALA's website has been recognized for outstanding achievement in web development.

The site developer, Duo Consulting, was awarded a Non-Profit Standard of Excellence Web Award by the Web Marketing Association, a 13-year-old organization focused on setting a high standard for internet marketing and development of the best websites.

Sherri Vanyek, director of ALA's Information Technology and Telecommunication Services, said Duo submitted the ALA website as an example of its best work for the 2008–09 award year.

"Step Up to the Plate" Winner Announced

Elizabeth Ann Bishop, age 11 and neighbor of the widow of National

Baseball Hall of Famer Nellie Fox, is going to the Hall of Fame herself as the winner of the fourth “Step Up to the Plate @ your library” contest, developed by ALA and the Hall of Fame.

As the grand-prize winner, Bishop, a soccer player from Chambersburg, Pennsylvania, was slated to travel with her family to Coopers-town, New York, October 31 for the Hall of Fame’s World Series Gala. She was also to receive a behind-the-scenes tour of the museum and archives.

Twenty first-prize winners will receive a commemorative hardbound copy of the *Hall of Fame Yearbook*, a Hall of Fame baseball, a commemorative set of 20 Hall of Fame baseball cards, a copy of a book from the *Sluggers* series (Simon and Schuster) by Loren Long and Phil Bildner, a pair of youth batting gloves from Akadema Pro, and an ALA Graphics “History Lives” poster featuring Jackie Robinson.

Libraries that sent in the most entries also received prizes. Maplewood Junior/Senior High School library in Guy Mills, Pennsylvania, received a \$100 bookstore gift certificate and a signed Ozzie Smith baseball. Other library winners, including Davenport (Iowa) Public Library, Grove Family Library in

Chambersburg, Pennsylvania, and Hockessin (Del.) Library, will receive a \$50 ALA Graphics gift certificate.

“Step Up to the Plate @ your library” is part of the Campaign for America’s Libraries. For more information, visit www.ala.org/baseball.

Celebrate National Gaming Day Nov. 14

Hasbro, the largest producer of board games in the world, is the exclusive sponsor for ALA’s 2009 National Gaming Day @ your library to be held November 14.

Hundreds of libraries across the country will join ALA in celebrating the popularity and educational



value of video and board games during National Gaming Day.

Studies of adult and youth gaming have found that patrons who attended gaming events at the library were more open to using other library services.

More than 16,700 public libraries in the U.S. will receive a box set of Hasbro’s Monopoly Deal, Scrabble Slam, and Pictureka! card games.

“By donating our card games to each of America’s libraries, we hope to give more people the opportunity to be a part of the nationwide game play occasion,” said Matt Collins, vice president of marketing for Hasbro games.

For details, visit ilovelibraries.org/gaming.

Literacy Report Excludes Libraries, Librarians

ALA’s Young Adult Library Services Association (YALSA) has contacted Carnegie Corporation of New York about its exclusion of libraries and librarians in its recent publication *Time to Act: An Agenda for Advancing Literacy for College and Career Success*.



National Baseball Hall of Famer Ozzie Smith draws the name of the “Step Up to the Plate @ your library” contest grand-prize winner.

CALENDAR

ALA EVENTS

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

Nov. 15: National Gaming Day, ilovelibraries.org/gaming.

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.

Apr. 11–17: National Library Week, www.ala.org/nlw.

Apr. 30: El día de los niños/ El día de los libros (Children’s Day/Book Day), www.ala.org/dia.

Sept. 23–25: Association for Library Service to Children Institute, Atlanta, www.ala.org/alsc.

While applauding the commitment to improving literacy among adolescents in middle and high schools, YALSA President Linda W. Braun said, “Librarians and school library media specialists are an important piece of improving an adolescent’s ability to, in the report’s words, ‘judge the credibility of resources, evaluate arguments, and understand and convey complex information.’”

“As you noted in the report, many school districts invest in a literacy coach to help them meet these needs,” Braun explained. “But the report laments that coaches are insufficiently qualified—while every school that hires a certified school

library media specialist, in contrast, employs a staff member that possesses an advanced degree or state level certification, with experience in both reading and literacy, ideal for complementing the learning taking place in classrooms.”

She said the report also overlooked the key role that libraries play in fostering literacy, indicating that they are cost-effective by being able to take advantage of bulk discounts that individual classroom libraries cannot.

“As you move forward in advocating for improved literacy among our nation’s adolescents, I hope that you remember that libraries and librarians play an integral role in achieving your goals, and that you invite us to be both a part of the discussion and a part of the solution,” Braun said.

Depository Library Council Posts Open

ALA’s Government Documents Round Table (GODORT) is soliciting nominations for the Depository Library Council (DLC) to forward to the Government Printing Office. The deadline is December 1. Applications are available online at www.ala.org under GODORT. For more information about the DLC, visit www.fdlp.gov.

Chicago Conference Boosts Recycling Effort

ALA recycled 65% of waste materials from meetings held at McCormick Place during the 2009 Annual Conference in Chicago, diverting it from landfills. According to Conference Services Director Deidre Ross, “The diversion rate is a great indicator of successful capture of recyclable and reusable materials.” Allied Waste, the largest waste operator in the Chicago metropolitan area, reported that 14 tons of materials—fibers, wood, plastic, and metal—were recycled.

THE ASSOCIATION’S ASSOCIATIONS: RUSA

MORE THAN MEETS THE EYE

Don’t let the name fool you—the Reference and User Services Association isn’t just about reference. RUSA also represents the interests of librarians in readers’ advisory, collection development, interlibrary loan, and specialized areas of reference including historical and business reference.



MAXIMIZING YOUR POTENTIAL

Each year RUSA produces conference programming about timely topics in the profession. Our 2010 ALA Annual Conference programs will include sessions focused on the passion behind the reference and readers’ advisory professionals, innovative technologies to economically improve library services, screencasting tools for library instruction, readers’ advisory research and trends, remote storage and cooperative collection building, and digitization.

Not able to join us for conference? Consider our one-day workshops or online courses instead. We’ll cover the basics of genealogy reference and learn about New England historical repositories at “The Genealogy Reference Desk: Where Everybody Knows Your Name,” January 15 in Boston in conjunction with ALA’s Midwinter Meeting. Our preconferences, to be held in conjunction with ALA’s Annual Conference in Washington, D.C., will address interlibrary loan statistics, new technologies to enhance reference services, and capital-area genealogy resources. Learn from the comfort of your office desk with online courses “Readers’ Advisory 101,” “The Reference Interview,” and “Genealogy 101” this fall.

We celebrate our work with the annual Literary Tastes Breakfast, a ticketed Annual Conference event for book lovers. Attendees enjoy breakfast while hearing from the authors of the year’s best writing. Past speakers include Khaled Hosseini, Edward P. Jones, and Susan Elizabeth Phillips.

The value of RUSA membership goes beyond benefits, such as your subscription to the *RUSA Update* e-newsletter and discounts on RUSA professional development. It welcomes you into an active community of colleagues who serve as invaluable professional resources. Learn more at www.ala.org/rusa.

—Liz Markel, marketing specialist

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

Young Adult Library Services Association

Booklist Online Introduces New Look

Booklist Online has a new look. *Book Links*, now a quarterly print supplement to *Booklist*, has been added, with its own landing page, feature

content, and links to *Booklist* content. In addition, the “Browse Current Print Issue” link has been added to the left-hand navigational bar, making it available from any page. Visit www.booklistonline.com. ■

Philly Dodges Doomsday; Statewide, Red Ink Prevails

With less than a day to spare before layoff notices were to be sent to library staff, the Pennsylvania Senate approved a law September 17 that gives Philadelphia Mayor Michael Nutter sufficient funds to keep open all 54 branches of the Free Library of Philadelphia. “This is indeed the legislation that was needed for the City of Philadelphia to avoid the ‘Doomsday’ Plan C budget scenario, which would have resulted in the lay-off of 3,000 city employees and forced the closing of all libraries,” exulted an FLP blog post moments after the bill passed.

H.B. 1828 authorized a temporary sales tax hike for Philadelphians and a two-year deferral of payments into the municipal workers’ pension fund. Gov. Ed Rendell signed the bill shortly after it was presented to him September 18.

Only a week earlier, library officials had posted a notice online as well as on building doors that lack of funds was forcing the indefinite closure of the entire system as of October 2; the warning marked the second time in less than a year that FLP’s branches had been targeted for closure (*AL*, Mar., p. 21–22). Other city services that would have been wiped out by Plan C were recreation centers and municipal funding for the courts. Also slated were the layoffs of 1,000 police officers and the halving of garbage pickup from four to two times per month, the *Philadelphia Inquirer* reported September 12.

With the Philadelphia budget crisis eased for the time being, the governor and lawmakers moved on to break a stalemate 101 days after the July 1 start of the 2010 fiscal year. On October 9, Pennsylvania Gov. Ed Rendell signed into law a budget that cut state aid to public libraries 20% and slashed funding for the Office of Commonwealth Libraries (which includes the state library) 47.8%, according to Pennsylvania Library Association Executive Director Glenn Miller. “These end results will not be

pleasant at all for library staff, for services, and for library users,” Miller wrote October 7 on the Pennsylvania Library Association website, adding, “There is no doubt in my mind that the outcome would have been much, much worse had it not been for [library boosters’] relentless, positive, and articulate advocacy on behalf of your library and your community.”

Miller credited that “unified advocacy” for averting the state Senate’s draconian July proposal to slash aid to libraries by 55%. He characterized the final aid package as “ending much closer” to Rendell’s \$94-million figure than it might have after an eight-month fight.

Although the impact to individual systems remained unknown as of mid-October and the next state-aid disbursements were not due before January, some libraries were already tightening their belts. Allentown officials closed the South branch in late August, according to the August 20 *Allentown Morning Call*, and the State Library of Pennsylvania halved its service hours as of August 17.

Most dramatic, however, was an announcement by the board of the Carnegie Library of Pittsburgh two days before the state budget was finalized that as of January 2, 2010,

CLP would shutter four of its 19 branches, merge two others, cut service hours by 28% systemwide, and lay off 30 staffers in order to trim \$1.2 million. “If we can’t find more dollars, we have to be the size that we can sustain,” Director Barbara Mistick said in the October 8 *Pittsburgh Post-Gazette*.

Pittsburgh Mayor Luke Ravenstahl and his two opponents in the November 3 mayoral election, as well as city council members, immediately demanded that the decision be revisited. “Cuts at upper management should be made first,” Councilman Jim Motznik said in the October 8 *Pittsburgh Tribune-Review*, while state Rep. Chelsea Wagner (D-Beechview) asserted in the October 9 *Tribune-Review* that state support would save the day for CLP. —B.G.

“The outcome would have been much, much worse had it not been for [library boosters’] relentless, positive, and articulate advocacy.”

—Glenn Miller

executive director

Pennsylvania Library Association

Pols Cut Cooperatives

It's autumn—that time of year when a library official's fancy turns to thoughts of the next fiscal year. At least that's what should happen, unless said library official is beleaguered by the specter of revenue-projection shortfalls that could erode carefully laid plans for the current fiscal year.

Truth be told, library officials who weren't feeling beleaguered were the exception, particularly those in Connecticut, Michigan, and Pennsylvania. In those states, legislative horse trading was continuing well into FY2010.

Connecticut Library Association President Randi Ashton-Pritting wrote Gov. Jodi Rell September 29 to request that library-vendor contracts be exempted from a late August directive that state agencies had to absorb a total of \$473 million in “outside vendor” holdbacks—a

fiscal legerdemain in which the state doesn't distribute expected payments even though it hasn't actually reduced appropriations. The \$950,000 blow to the Connecticut Library Consortium forced the discontinuation as of September 30 of InfoAnytime, a popular 24/7 online reference service that brings Tutor.com access to 162 public and academic libraries, as well as the iCONN digital library, former CLA president Carl A. Antonucci Jr. told *American Libraries*.

Michigan's statewide library book and electronic material-sharing program has gotten caught in a budget standoff between Gov. Jennifer Granholm and the legislature. Despite her orders to prioritize funding for the Michigan eLibrary (MeL) and Michigan eLibrary Catalog (MeLCat), Gov. Granholm signed into law October 12 a 40% cut to libraries' \$10-million resource-sharing budget. The \$4-million loss at the state level is expected to trigger the withholding of another \$4 million in federal aid to libraries.

After enduring a budget battle that ended 101 days beyond the July 1 start of FY2010 (see page 17), weary Pennsylvania library advocates began making lemonade from the \$68.3 million in state support that was left for libraries for FY2010—a 26.7% cut from the \$94.6 million appropriated in FY2009. Pennsylvania Library Association Executive Director Glenn Miller told *American Libraries* that “the jury is still out” on what it will mean that the zero-funded Electronic Library Catalog has been folded into the Library Access program, which took a 57% cut.

Time to regroup

Before the budget ink was dry, determined library communities were strategizing about how to regain their collective buying power. Michigan Library Association Executive Director Gretchen Courand told the September 29 *Lansing State Journal* that MLA was considering a lawsuit to force the state to abide by a statute mandating that the Library of Michigan receive \$1.50 per person annually for library resource sharing. Connecticut librarians issued a call in their consortium's October newsletter to colleagues interested in “a cost-sharing proposition” to save InfoAnytime. PaLA's Glenn Miller told *AL* he was analyzing “how far you can stretch \$3 million to cover \$11.1 million of resource-sharing services.” —B.G.

LASTING EXPLOSION OF COLOR



The 1885 product label for H. H. Reynolds's Red Elephant tobacco is part of “The Color Explosion: Nineteenth-Century American Lithography from the Jay T. Last Collection” exhibit on view until February at the Huntington Library in San Marino, California.

Book Festival Draws Record Crowd

Afternoon downpours didn't stop book lovers from attending this year's National Book Festival: The Library of Congress estimates that more than 130,000 people traversed the muddy National Mall September 26 to listen to the likes of John Grisham, John Irving, Judy Blume, Ken Burns, U.S. Poet Laureate Kay Ryan, and nearly 70 other bestselling authors in standing-room-only pavilions. LC representatives report that this was the largest turnout in the festival's nine-year history.

The Obamas chairing

Former First Lady Laura Bush has served as honorary chair of the festival since its inception in 2001 by the Library of Congress as a celebration of books and reading. The 2009 festival is the first of the Obama era, and both President Barack Obama and First Lady Michelle Obama served as honorary chairs.

"We are excited to see the National

Book Festival continue under the leadership of First Lady Michelle Obama and President Barack Obama," said ALA President-Elect Roberta Stevens, who serves as outreach projects and partnerships officer at the Library of Congress and project manager of the National Book Festival.

"The National Book Festival has again been a marvelous celebration of reading, and was enormous fun for everyone," said Librarian of Congress James H. Billington. "The Library of Congress has embarked on many new and exciting opportunities this year to engage book lovers of all ages, leading education into the digital age and beyond."

From across the nation

The American Library Association spread the word about the value of libraries at the Pavilion of the States, which promotes reading and literacy. ALA shared the pavilion with the Library of Congress's Center for the Book, the National Endowment for the Humanities (NEH), and a range of



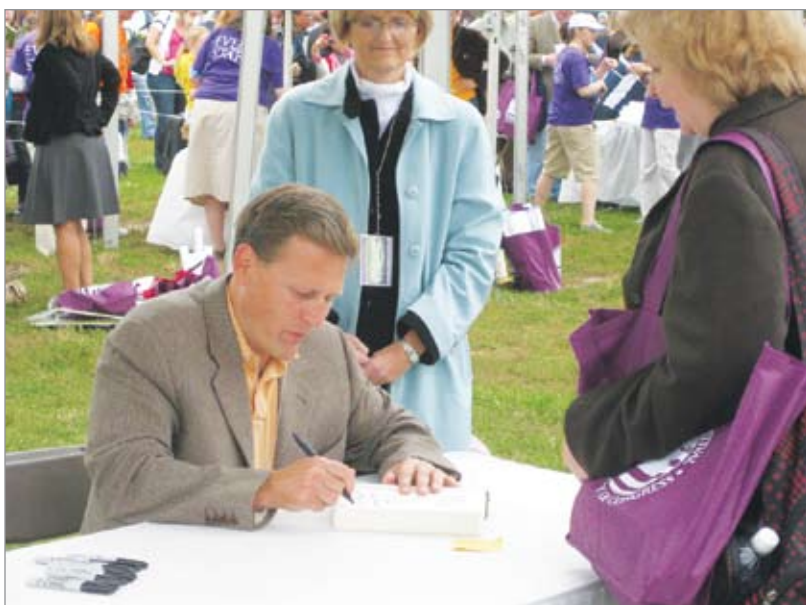
Restaurateur, cookbook author, and Food Network star Paula Deen hoists a royal scepter at the ninth annual National Book Festival.

state libraries and state reading organizations in representation from every state, the District of Columbia, and several U.S. Territories.

A new addition was the Digital Bookmobile, operated by OverDrive to promote reading and literacy by showcasing e-books and other digital materials available at libraries. Visitors were able to browse their public library's website and download titles to supported mobile devices.

Interviews with 2009 festival authors Blume, Irving, Michael Connelly, Junot Diaz, Gwen Ifill, Lois Lowry, Walter Mosley, Jon Scieszka, James Patterson, and many others are available on the Library of Congress website at www.loc.gov/podcasts/bookfest09/.

A range of sponsors supports the festival, including Target, PBS Kids, Raising Readers, the *Washington Post*, AT&T, Scholastic, Penguin Group, ReadAloud.org, Borders, the Institute of Museum and Library Services, the National Endowment for the Arts, and the NEH. —Marci Merola, director
ALA Office for Library Advocacy



David Baldacci, among the more than 70 authors appearing at the festival, signs a book for one of the 130,000 book lovers who attended the event.

Jumpstart Survey Exposes Literacy Gap

Ninety-five percent of Americans consider early childhood literacy important, but they do not know that reading to children ages 3–5 has long-term consequences for their academic achievement and lifelong success, according to a Jumpstart survey released September 17 at a press conference in Washington, D.C. The poll shows that 73% of Americans wrongly believe that if children enter kindergarten unprepared, they will catch up in elementary school.

Jumpstart, a nonprofit focused on early literacy intervention, and the Pearson Foundation commissioned the

Pearson Foundation Early Childhood Literacy poll, which was conducted by Candice Bennett and Associates. The poll explores Americans' perceptions surrounding the reading inequality gap that exists between children in low-income homes and their more affluent peers, especially overall awareness of the importance of early childhood literacy.

Other poll findings include:

- 75% of the population is completely unaware that nearly 61% of low-income families do not have any age-appropriate books in their homes.
- 63% do not know that poverty is the best predictor of whether or not a child will achieve in school.
- 53% are unaware that nearly half of children from low-income communities start 1st grade up to two years behind their peers.

Jumpstart is also releasing a separate comprehensive report, *A New Look at America's Early Literacy Crisis*, that compiles research from top academic experts around the country detailing the widespread early childhood literacy crisis and its impact on the nation's dropout rates, workforce competitiveness, and economy. Research highlights that reading to children during the early years, especially ages 3–5, when their brains are undergoing the most growth and development, sets the stage for all later learning and success in life.

"This new survey and report demonstrate why campaigns like Jumpstart's Read for the Record are essential to raise awareness of, and help solve, the early childhood literacy crisis in this country," said Mark Nieker, president of the Pearson Foundation. "Focusing everyone's attention on one book for a single day is a great way to highlight the importance of reading as the foundation for all other learning."

"The books we read as children provide us with treasured childhood memories," said Jumpstart President James Cleveland. "This new data reveals that Americans truly understand the importance of storybook reading to children."

"Unfortunately, as our new survey reveals, many Americans don't realize that most children in low-income communities have few, if any, age-appropriate books in their homes and therefore miss out on critical early reading experiences," Cleveland noted. "This is why intervening early to teach at-risk preschool children language, literacy, and social skills is so critical."

For more information about the findings on early childhood literacy, visit the Jumpstart website at jstart.org.

PAINTING TO THE MUSIC



The Sounds of Missouri—from left, Rebecca Boyer Hall, Asako Kuboki, Alvin McCall, and Christian Woehr—a St. Louis Symphony Orchestra ensemble, pose with the finished product of artist Billy O'Donnell September 22 at St. Louis County Library for its yearlong 10th-anniversary celebration. O'Donnell (below) captured the performance on canvas as it took place.



Illinois's Dominican University Establishes LIS PhD Program

In a bold recession-bucking move, Dominican University in River Forest, Illinois, has launched the first PhD program in library and information science in its 108-year history.

The Doctorate of Philosophy in Library and Information Science, to be administered through the university's accredited Graduate School of Library and Information Science, has accepted its first cohort of eight students for the fall 2009 semester.

"Achieving this academic milestone communicates the maturity, breadth, and quality of graduate professional education at Dominican University," said President Donna M. Carroll in making the announcement. "That we have the level of faculty and depth of programs to sustain a PhD is heartening."

One of only 50 programs in the country to be accredited by the American Library Association, Dominican's GSLIS curriculum emphasizes the areas of children's and youth literature, community informatics, cultural heritage/archival studies, and the management of public libraries.

The program in brief

The new three-year professional doctoral program in library and information science will be the first in the Chicago metropolitan area, and the university believes "it will answer an expressed need for well-educated leaders in a rapidly changing profession. As the third-largest employer of degreed librarians in the country, Illinois offers a strong potential market

for the new doctoral program. Statistics gathered by the Association of Library and Information Science Education indicate that within the next five to seven years there will be a shortage of librarians in the practice.

"The mission of the doctoral program is to educate dynamic leaders in the field of library and information science who are poised to bridge the theory-practice divide and be the field's creative innovators in the 21st century," said Susan Roman, dean of the GSLIS.

Roman told *American Libraries* that the graduate school faculty had worked long and hard with an advisory committee and had conducted an extensive feasibility study for the board of trustees in order to create a compelling argument before proceeding with a new program at a time

when funding cuts are the operative mode at institutions across the country.

Largely, the program is designed to attract "people who are not necessarily willing to leave their jobs to get a PhD,"

Roman said, "and that's why we structured it the way we did, as a professional PhD designed for serious research but for busy people, on weekends."

With 36 credit hours over two years of coursework, including summers, the PhD program is designed to offer a short, defined period of study with classes that fit a working person's schedule, Roman said. The program operates on a cohort model, in which a group of students start together and keep the same pace over the duration of the program.

The program will be directed by Associate Professor Tonyia Tidline, formerly of the University of Alabama's School of Library and Information Studies.

Tidline received her PhD from the University of Illinois at Urbana-Champaign and holds bachelor's and master's degrees from Ohio State University and a master's degree in library and information science from Kent State University.

Tidline told *AL* that the founding of the new PhD program has tremendous significance for the profession. "It's a real opportunity to fill a niche, to give people an opportunity to seriously consider the whys and wherefores of practice" and "to move forward with professional values, given that there is so much change now associated with the provision of library service."

Echoing Susan Roman, Tidline said she wanted to emphasize the program's special interest in enhancing its graduates' ability "to translate between the two cultures of theory and practice." She added, "Library and information science professionals are flexible and astute, and this program gives people a space for the contemplation of how to implement and evaluate best practices."

Founded in 1930, Dominican GSLIS has grown to be one of the nation's largest master's degree-granting programs. For more information on Dominican University's doctoral program in library and information science, call 708-524-6845 or visit dom.edu. —L.K.



"There is so much change now associated with the provision of library service."

—Tonyia Tidline,
PhD program director



"The mission is to educate dynamic leaders who are poised to bridge the theory-practice divide."

—Susan Roman,
GSLIS dean

Salinas Public Library Draws 15,000 to Its Centennial Party

In just four hours, 15,000 people gathered September 27 at the three branches of Salinas (Calif.) Public Library—John Steinbeck, El Gabilan, and César Chávez—for a simultaneous celebration of the library's 100th birthday that included entertainment, a read-out, birthday cake, and the sealing of a time capsule. Library Director Elizabeth Martinez told *American Libraries* that the success of the event “just tells me how grateful the people are that the library is back.”

In late 2004, Salinas's three libraries were facing closure in the wake of an \$8-million deficit and the outlook was bleak. A delegation of national and state library leaders, as well as celebrities, traveled to Salinas in February 2005 to rally on its behalf. In November 2005, nearly 9,000 voters passed the Measure V referendum, which raised a half-cent tax to fund libraries and other essential services (*AL*, Dec. 2005, p. 19–20). Despite some cutbacks in staffing due to recent citywide budget cuts, Martinez told *AL* that the libraries remain open seven days a week.

Time encapsulated

At each birthday bash location, children were entertained by the puppets from PBS's *Between the Lions* and *Sesame Street*, including Big Bird and Elmo; additionally, each child with a library card received free tattoos from library mascot Snappy the Tortoise as well as free Snappy T-shirts. Each branch also passed out birthday cake and other goodies.

At the Steinbeck branch, partici-

pants could have photo portraits made with Nickelodeon characters Dora the Explorer and SpongeBob. A reiteration of the 2005 read-in that helped save the libraries was held at the Chávez branch, featuring authors Gary Soto, Alisa Valdes-Rodriguez, Kirk Lumpkin, and Teresa LeYung Ryan, and singing group Para la Gente, along with an exhibit of a proposed library expansion. The El Gabilan branch featured a Friends of the Salinas Public Library Giant Book Sale, and elected officials sealed a time capsule intended to be opened September 27, 2109.

As part of the celebration, more than 100 middle- and high-school students submitted “letters to the future” about what libraries and reading will be like in the next century. The letters and other mementos were sealed in the 2-foot-by-1-foot silver time capsule by Martinez and Mayor Dennis Donahue, along with photos of modern-day Salinas, money, the Guitar Hero video game, a phone book, a copy of a local newspaper, a TV guide, and representations of a computer, a smartphone, an iPod Shuffle, and an automobile. A copy of an early-20th-century letter from city leaders to philanthropist Andrew



El Sausal Middle School student Ina Moli (left), Alisal High School student Miriam Lopez, and Mayor Dennis Donahue close up the 100-year library time capsule September 27 at the El Gabilan branch during the Salinas (Calif.) Public Library's centennial birthday bash.

Carnegie asking for his assistance in building Salinas's first library was also included.

Martinez told *AL* that “futuristic” Mayor Donahue also convened the first in a series of centennial dinners September 26 attended by storyteller Binnie Wilkin, poet and author Jimmy Santiago Baca, and former ALA president Loriene Roy to open discussion about re-creating Salinas as a “city of letters.”

It is the mayor's vision that Salinas be known as a cultural and literacy center, Martinez said. “He really believes that libraries can be the center of prosperity and goodwill and bring about some positive energy in the city.” —P.A.G.

GLOBAL REACH



CANADA ①

The Vancouver (B.C.) Public Library has refused permission for Exit International, an Australian assisted-suicide organization, to hold a workshop on suicide in its main downtown library. The organization had proposed holding the workshop September 10 in the central library, but City Librarian Paul Whitney canceled it after seeking legal advice. The seminar had included a private presentation for those over the age of 55 seeking information on methods of committing suicide.—*Vancouver Sun*, Sept. 21; *Seattle Post-Intelligencer*, Sept. 22.

UNITED KINGDOM ②

Minister of State for Culture and Tourism Margaret Hodge said at a Public Library Authorities conference in Bristol October 8 that a national review of British libraries now underway would contain some radical proposals for modernization. She said she was in favor of “pushing our thinking to the boundaries.” Among the proposals is a web-based lending service with home delivery and cards offering discounts from businesses.—*The Guardian*, Oct. 9.

NETHERLANDS ③

Europeana, the online database for Europe’s cultural heritage initiated by the European Commission, is one year old but critics are saying it has not grown as quickly as it could have. Commissioner Viviane Reding said that “Member states must stop envying progress made in other continents and finally do their homework.” But Europeana Marketing Manager Jon Purday said his plan was to “double in size each year, and I have no doubt we will meet that target.”—*Rotterdam NRC Handelsblad*, Sept. 15.

GERMANY ④

Half a year after the dramatic collapse of its city archives building, Köln’s documents are to be given a new home. The city council announced September 10 that it plans to spend over 97 million euros on a new, purpose-built building that will also provide space for a variety of other cultural institutions.—*Medieval News*, Sept. 11.

BOTSWANA ⑤

The Botswana Library Association launched a new strategic plan September 11 to make it become the country’s leading voice in information services. The initiative embodies the themes of customer focus, operational excellence, and financial management.—*Botswana Press Agency*, Sept. 17.

ZAMBIA ⑥

The National Science and Technology Council will spend more than ZMK 5 billion (\$1.08 million U.S.) on establishing an electronic library on science and technology, according to NSTC Executive Secretary Dennis Wanchinga. The digital collection will aid scientists and researchers who lack access to a modern facility.—*Times of Zambia*, Sept. 18.

UNITED ARAB EMIRATES ⑦

A mobile library was launched in Abu Dhabi October 4 to serve residents in the interior. KITAB Bus, the National Mobile Library, is home to hundreds of books in both Arabic and English. The bus made its debut at the Al Ain Reads Book Show.—*Gulf News*, Oct. 4.

UKRAINE ⑧

With the help of free internet in the local library, a village in Ukraine has doubled its tomato production. The “Librarian + Internet = Better Tomatoes” YouTube video—created for the launch of the Bibliomist Global Libraries program, funded by the Bill and Melinda Gates Foundation, and implemented by the International Research and Exchanges Board—explains what happened. The featured library received computer equipment and training through the U.S. Embassy.—*YouTube*, Oct. 1.

AUSTRALIA ⑨

The National Library has discovered a vintage photograph of the first expedition to reach the South Pole. Discovered in an album titled *Tasmanian Views*, the photo shows explorer Roald Amundsen at the Pole in 1911.—*Sydney Morning News*, Oct. 7.

StoryCorps Oral History Project to Sponsor National Day of Listening

StoryCorps is probably the most ambitious oral history project ever undertaken, and libraries are essential to its success, says the project's founder, Dave Isay. StoryCorps is sponsoring a second annual "National Day of Listening" November 27, and offers a number of ways for libraries to participate on the local level.

To celebrate National Day of Listening, StoryCorps encourages Americans to set aside time on the day after Thanksgiving to record a conversation with a grandparent, an aunt, a neighbor, a soldier, or a client at a local soup kitchen—anyone they choose.

StoryCorps has created a free online Do-It-Yourself Interview Guide with simple instructions, tips, and sample questions.

Sample questions include: What are you most proud of in your life?

What are the most important lessons you've learned? How do you want to be remembered? Participate

Spread the word: November 27 is the day, and a free and easy online do-it-yourself interview kit is available at storycorps.org.

pants are encouraged to use recording equipment that is readily available in most homes—from video cameras to tape recorders to computers or even pen and paper.

Last year, tens of thousands of Americans participated in libraries, classrooms, and community centers across the country, as well as right in their own homes, says Isay.

StoryCorps supplies simple recommendations for recording and preserving interviews, as well as ways to upload and share stories online. StoryCorps's partners for the National Day of Listening include National Public Radio and the American Library Association.

"In the midst of the worst economic crisis since the Great Depression, the idea of listening to a loved one during this holiday season has clearly resonated with people across the country," says Isay, winner of a MacArthur Foundation "Genius" award. "It is the least expensive and most meaningful gift we can give to one another. The simple act of recording loved ones tells them how much they matter

STROUT DRAWS FULL HOUSE

Pulitzer Prize-winning author Elizabeth Strout signs a book for one of her many fans at Oak Park (Ill.) Public Library September 27. She read from her novel *Olive Kitteridge* (Random House, 2008) and discussed her mother, whom she called the best storyteller she knows, as well as her early admiration for Ernest Hemingway.





and that they won't be forgotten."

StoryCorps is an independent non-profit organization whose mission is to honor and celebrate the lives of ordinary people through listening. StoryCorps is one of the largest archives of American voices ever created, with interviews gathered so far from more than 50,000 people in all 50 states. Each StoryCorps interview is recorded on a free CD for participants to take home and share, and is also archived

at the American Folklife Center at the Library of Congress.

Each week, millions of Americans listen to StoryCorps's award-winning broadcasts on NPR's *Morning Edition*, and 50 of StoryCorps's most emblematic stories have been collected in the *New York Times* bestseller *Listening Is an Act of Love* (Penguin 2007). A follow-up book, *Mom: Remarkable Stories of American Mothers*, is scheduled for publication in Spring 2010, and Dave

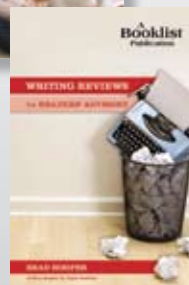
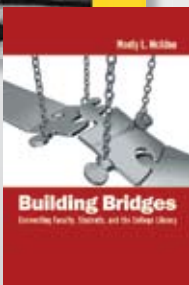
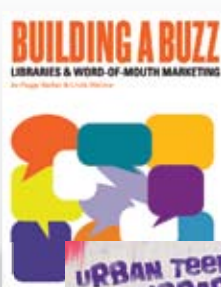
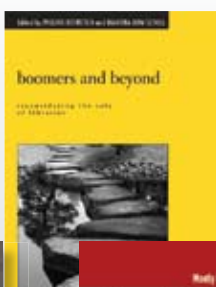
StoryCorps interviews take a pass on the rich and famous in favor of everyday people.

Isay is scheduled to appear at the ALA Annual Conference in Washington, D.C., next summer.

StoryCorps's major funders include the Corporation for Public Broadcasting (CPB), the Atlantic Philanthropies, the Ford Foundation, the Annenberg Foundation, and Joe and Carol Reich. —L.K.

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NEWSMAKER: DAVID WEINBERGER

Few have been able to capture the essence of the Internet Age like David Weinberger. In 1999, he co-authored *The Cluetrain Manifesto*, which took a seemingly radical approach to the web as a vehicle for cultural interaction, in a time when the media focused on the web's commercial aspects. Recently released in a 10th anniversary edition, *Cluetrain* somehow seems more relevant today than it was then. In 2007, Weinberger wrote *Everything Is Miscellaneous*, which is dedicated "To the librarians" and challenges us to think about metadata in entirely new ways as information scales on the web. Weinberger talked with *American Libraries* October 3 during ALA's Library and Information Technology Association National Forum in Salt Lake City (p. 30).



Ten years ago in *Cluetrain*, you seem to predict what we now know as the "Web 2.0." Did you know the social web would become so commercial?

DAVID WEINBERGER: Sort of the opposite of a prediction. Much of the media coverage of the web at that time seemed to focus on the commercial possibilities, but it seemed to us that everybody who was already enthusiastic about it already knew that what was driving the web wasn't primarily commercial. They were using the web to speak with one another, to have conversations. We were simply articulating what they already knew. And that's how it was taken. The ones who liked it said, "Good job saying what we already knew."

Your writing seems to suggest that the web brings with it a total transformation in culture. "Total transformation" is a little strong. But nevertheless, an epochal change occurred. It's not just that Marshall

McLuhan was basically right—that media changes our way of understanding ourselves; it's also what Andy Clark points to in a book called *Being There*. He makes a really obvious point that's only obvious once he says it: that our species externalizes consciousness. Take away a physicist's whiteboard, and she can't do her work. She can't think. So thinking is an external process, and if you change the external tools with which we think, then you also change the way that we think.

How do those tools change? The web is an unusual medium. It lowers the barrier of entry, and it changes the basic techniques we have for scaling up knowledge. And we've been very good at scaling up knowledge. We had a system of experts and a system of authority. We know orally who the experts are—they have degrees, they publish books. So we have a whole system of authority. It scales very well, but it doesn't scale

the way we now need it to. Ultimately the system of authority was a way to give you a stopping point. If you want to know how many planets are in the solar system, you ask somebody who has credentials, and then you stop your inquiry. That's a very good way of scaling knowledge, but it presumes you're looking for stopping points. That reflects the limitations of paper, not of inquiry. In a hyperlinked world, inquiry is invited to continue, not to stop.

Books and web publishing both seem to reappropriate the same model—the oral tradition. What's the difference really? Books scaled the oral tradition and gave us far more knowledge than we could have had orally, but they don't scale as far as we would like. On the web, hyperlinks are a fundamental challenge to this authority. With books you can't get to the source, and on the web, you can't help yourself. With books, we think of a topic as being settled, but on the web, things are never settled.

How does *Everything Is Miscellaneous* change the way we think about organizing information? For thousands of years, we've assumed that there's a single right order. Librarians have been much less plagued by this than most because of their pragmatic approach, but now the web allows us to have multiple, simultaneous ways of organizing things. To the old way of thinking, that's messiness. To the new, that's order. ■

Wikipedia Growth Slows

The once-exponential rate of growth in Wikipedia's size is slowing. The number of new articles per month peaked in 2007 at about 60,000, declining steadily to about two-thirds of that figure today, according to research by the Augmented Social Cognition Research Group at the Palo Alto Research Center. The number of active editors crested at about 820,000 in March of that year and has wavered between 650,000 and 810,000 since then. In addition, most of the edits to the online encyclopedia are made by a small group of users. The most active 1% of editors make more than 55% of changes.

Wikipedia has long seen its share of debate in the library community, and the meaning of this development is under much discussion. One theory is simply that because Wikipedia has grown so much, there's less information left to add. (As Wikipedia's "Modeling Wikipedia's Growth" page describes it: "More content also leads to less potential content, and hence less new content.")

But the site has also become more tightly controlled in

an attempt to stave off inaccuracies, with policies requiring changes to some articles to be reviewed by experienced editors. Some see the increased influence of a relatively small group of elite contributors as a threat.

"One theory that I might suggest is that we want a well-balanced pyramid structure in the community population . . . with a healthy middle class" of lots of occasional contributors, wrote researcher Ed Chi on the Augmented Social Cognition Research Group's blog September 22.

"The danger with Wikipedia is that only those with a vested interest will continue to revise and add entries," Dave Tyckoson, past president of ALA's Reference and User Services Association, told *American Libraries*. "While most of Wikipedia is quite good, a smaller number of contributors may lead to greater bias."

"Perhaps it is time to encourage the profession to make more contributions," added RUSA President Susan Beck. "Librarians are the conscientious professionals who would be excellent at keeping content current in a source such as Wikipedia."
—G.L.

Queens Library Sues SirsiDynix, Alleging "Bait-and-Switch" Fraud

In a lawsuit filed by the library in United States District Court in New York and scheduled for an initial conference November 2. The library seeks more than \$5 million in compensatory damages and \$10 million in punitive damages, alleging that the Sirsi and Dynix corporations, now combined into SirsiDynix, operated a "fraudulent bait-and-switch scheme" against the Queens Library during its procurement of the Horizon library automation system in 2005.

The Queens Borough Public Library in Jamaica, New York, which lays claim to being the highest-circulating library in the nation, filed the complaint July 2, listing 10 causes of action. The suit states that when the library put out an RFP for a new integrated library system, Sirsi's proposal was rejected "on valid substantive grounds," and the library contracted instead with Dynix, then a totally separate entity. "During the negotiations," the complaint continues, Sirsi purchased Dynix and "proceeded to strip Dynix of the assets needed to perform under the license agreement."

The suit goes on to state that Sirsi, which guaranteed

Dynix's performance, "fraudulently misrepresented that it would perform its obligations to provide the contracted for software system when it had no intention or ability to do so." After two years and millions of dollars spent, the library claims, Dynix said it would not provide the promised software and "attempted to foist Sirsi Corp.'s previously rejected and technologically inferior software on the Library."

QBPL Associate Director for Communications Joanne King told *American Libraries* that the library had no comments to make about the lawsuit at this time. "The complaint speaks for itself," she said. SirsiDynix CEO Gary Rautenstrauch spoke with AL but said he was unable to make a public statement on pending litigation.

Commenting on the suit in his Library Technology Guides blog, Marshall Breeding of Vanderbilt University Library in Tennessee, noted, "Keep in mind that at this point none of the claims made in the complaint have been proven in any court. While a lawsuit of this magnitude may be interesting news, the real story will happen as it works its way through the legal system."
—L.K.

Google Waves "Hello" to a New Communication Paradigm

The much-awaited Google Wave beta was released September 30, giving a hundred thousand users lucky enough to get beta accounts a first glimpse at a new era of online communication.

Wave is a complex suite of tools blended together in Google's attempt to answer the question, "What would e-mail look like if we set out to invent it today?" In fact, e-mail has been around for decades, with wireless

message transmissions as we know them dating back to 1973. While still the dominant form of communication online, e-mail was "better suited to the way we used to use the internet—logging off and on, checking our messages in bursts,"

said Jessica E. Vascellaro in the October 12 *Wall Street Journal*. Always-on computing, along with a host of other

technological advances since the '70s, changes communication.

Forums, wikis, chat and IM, and microblogging provide useful supplements to e-mail, but Google Wave takes all those tools a step further, creating something that is, according to Google, "equal parts conversation and document."

Beyond simply combining tools and technologies to enhance online communication, Wave is essentially different from e-mail because correspondence is *hosted*. The basic metaphor of e-mail is snail mail, where discrete and static messages travel from person to person and server to server. Wave is more dynamic, in that two or more people can view and work on the same document at once.

Communication in Wave slightly resembles forum threads. Each top-level post is called a "wave," and subthreads are called "wavelets." Individual messages are called "blips." Waves are shared, and any participant can reply anywhere in the message, edit the content, and

add participants at any point in the process. Playback lets anyone rewind the wave to see who said what and when. Also, waves are live, so participants see what others are typing as they type.

The collaborative nature of Wave makes it potentially powerful for librarians and educators. Instead of having to pass documents back and forth, Wave allows for real-time collaboration, with the ability to embed media and documents. Jeff Young of the Wired Campus blog predicts that Wave could even replace university course management systems, but he's admittedly cautious, saying that "colleges and universities will likely continue to install . . . core systems they can count on."

Wave is browser-based and lends itself well to Google Gadgets and widgets, and waves can be embedded on websites and blogs. Wave is also open sourced, so that developers can join in the project and even appropriate Wave to the specific needs of their organizations via APIs. —S. F.

Wave is Google's attempt to answer the question, "What would e-mail look like if we set out to invent it today?"

TECHLISTMANIA

■ **Web Work 101: Be Your Own Tech Support**, from WebWorkerDaily September 22, offers 10 basic steps to prevent or solve most computer problems. Rebooting is number one, but the list also discusses file format issues, finding answers online, and how to eliminate possibilities to diagnose the actual issue.

■ **7 Steps to Make Computers Accessible for the Elderly**, from MakeUseOf September 19, covers techniques to make computer monitors easier to use for people with reduced eyesight, as well as settings that make keyboards and mice more forgiving and easier to use for people with limited mobility in their hands.

■ **300+ Resources to Help You Become a Word-Press Expert**, from Webdesigner Depot September 30,

provides sources for themes, plugins, hacks, and dozens of tutorials covering installation, theme creation, working with photos, and using WordPress as a CMS.

■ **The Top 10 Things Library Administrators Should Know about Technology**, at Techessence.info September 12, tries to bridge the gap between techies and managers, with advice on the relative costs of technology and people, the experimental nature of many technologies, and the role of politics in tech projects.

■ **6 Ways We Gave Up Our Privacy**, at CSOnline October 12, describes how people have given up privacy through the use of Google, social networking, RFID tags, GPS, the Kindle, and the Patriot Act, and suggests how to reverse the trend.

TECH NEWS IN BRIEF

Diversity in Games A team of researchers led by Dmitri Williams at the University of Southern California, Los Angeles, found that the demographics of characters in video games do not line up with the real population of the United States, *New Scientist* reported September 22. Men are heavily overrepresented in games, making up 89.5% of characters. African Americans and especially Latinos were underrepresented in games relative to their real-world population; only 2.7% of video game characters were Latino relative to 12.5% of the nation's population in the 2000 census. By age, teenagers are fairly close to accurate representation, but young children and seniors are both heavily underrepresented in favor of adults.

New Abbreviation Glossary The National Institute of Standards and Technology has published *System and Network Security Acronyms and Abbreviations*, a glossary of commonly used information technology acronyms and abbreviations. The 27-page booklet is available at csrc.nist.gov under the "Interagency Reports" link; it is report number 7581.

Slow Broadband The Federal Communications Commission said that broadband speeds are as much as 50% slower than advertised by internet service providers, *PC Magazine* reported September 29. Charged with developing a national broadband plan, the FCC said that providing universal broadband access will require major investment. Its estimates range from a \$20 billion investment for universal 768 Kbits/s to 3 Mbits/s service, up to \$350 billion for 100 Mbits/s service. About two-thirds of Americans currently have broadband at home; 33% have access available

but have not adopted it, and 4% have no access to broadband where they live.

Fiber to the Library ALA's Office for Information Technology Policy has released the official version of its policy brief "Fiber to the Library: How Public Libraries Can Benefit." The paper is intended to help libraries understand the benefits of fiber optic technology and to suggest strategies to consider when exploring how to get fiber connectivity, including arguments that may be useful in applications to the Broadband Technology Opportunities Program of the U.S. Department of Commerce. The paper is available at ala.org/oitp.

WorldCat and Facebook WorldCat has updated its CiteMe and WorldCat Facebook applications for organizational Facebook pages. Previously, CiteMe, which provides formatted citations, and WorldCat Facebook, which allows access to WorldCat searches and user lists, were available for personal profiles only.



Simon and Schuster's vooks integrate video with text.

Books with Video Simon and Schuster is collaborating with the multimedia company Vook to release four digital titles that integrate video with text. Also called vooks, these editions can be viewed on any browser-based device that supports video. The initial titles are *The 90-Second Fitness Solution* by Pete Cerqua, *Return to Beauty: Old World Wisdom and Recipes for Great Skin* by Narine Nikogosian, and the fiction titles *Promises* by Jude Deveraux and *Embassy* by Richard Doetsch. The nonfiction titles will use video to demonstrate the tips from the books, while the fiction titles will use video to enhance and advance plot and scene descriptions. ■

LITA Forum Speakers Make the Case for Mobile

After the opening session at ALA's Library and Information Technology Association National Forum, held in Salt Lake City October 1–4, *American Libraries* caught up with LITA Past President Andrew Pace, who said there's a lot of work involved in diversifying the keynote topics. Each is chosen to strike a balance between "fact, fun, and fancy," he said.

Opening keynoter Joan Lippincott, associate director of the Coalition for Networked Information, delivered a speech full of convincing fact to support libraries' need to go mobile. "Eighty-and-a-half percent of college students today own a laptop," she began; five years ago that number was less than 50%. "Sixty-six percent of them own internet-capable cell phones," she continued. For at least a short time after Dan Brown's new novel *The Lost Symbol* came out, e-book sales topped print sales on Amazon, she also noted, although she admitted that the statistic was problematic.

Devices, apps, strategy

Lippincott's talk set the tone for the weekend's in-depth look at mobile technology in libraries. The conference theme, "Open and Mobile," brought about 250 techie librarians together (an intimate gathering that was multiplied many times over through streaming video, mobile apps, and ad hoc tweeting) to explore libraries' need to develop a mobile strategy at presentations on cloud computing, the future of IT, open source software, cool new gadgets, and keynote speaker David

Weinberger's engaging talk on "Knowledge in the Age of Abundance" (see interview, page 26).

Whether they like it or not, librarians will soon have to go mobile with their library's data, the presenters continually showed. And as the functions of mobile devices continue to converge, the need to mobilize will only increase.

Nonetheless, patrons will still need librarians, Lippincott said, paraphrasing Cokie Roberts in her *AL* interview: "The library might be 'in the cell phone,' but we need the people in the building to put the library there" (*AL*, May, p. 32).

Abundant knowledge

Weinberger—Saturday morning keynote speaker, author, and fellow at the Berkman Center for Internet and Society—echoed Lippincott and Roberts, saying, "Knowing the world means understanding the chaos and seeing the meaning." We've entered the Age of Abundance, as Weinberger calls it, where the old ways of reducing knowledge to a few data points and paring content down to a few basic bullet points have given way to an age where there is simply too much information to handle.

The Age of Abundance has blown apart simplicity, settledness, and scarcity of knowledge, giving way to more transparency through hyperlinking. While Weinberger said this is mainly good, he was quick to point out four ways in which abundance of information makes us stupid—which also provide four areas of opportunity for librarians to intercede: We can't



Joan Lippincott of the Coalition for Networked Information builds the case for libraries to go mobile.

find information; the digital divide is getting worse as the skill set needed to function in a digital environment grows; we stay within our comfort zones and therefore don't expand our ideas beyond what we already know or believe; and we're lazy by nature, often forgoing the rich discourse possible with features of the web like Wikipedia's "Talk" pages.

Designing for the cloud

One of the more lively discussions at the LITA Forum this year was also a good preview for next year's conference. Ken Fujiuchi from Buffalo (N.Y.) State College and Kathryn Frederick from Skidmore College in Saratoga Springs, New York, offered a preview of next year's topics in their talk "Designing Library Services for the Cloud."

"We don't want to trust the cloud, but we're sucked in anyway," said Fujiuchi, who gave plenty of evidence for how libraries are using the cloud and how collaborating there would only rise as patrons expect more efficient, portable, and flexible services. —S.F.

Digital Divide on the Inside

As reference gets techier, the need for public-facing tech staff grows, too

by Kate Sheehan

Technology and reference are intertwining strands of public service. As our systems get more sophisticated, and as our desire to overhaul and remake those systems gets more intense, libraries need librarians who are tech-savvy and back-office staff who are pure tech. But is the drive toward more technology-oriented public service a one-way street? Or is it equally important for techies to have public service experience and skills, too?

During my time as a back-office techie, I found myself somewhat unmoored by the experience. I was a walking bundle of solutions looking for problems. But the job did enable me to explore technology with which I wasn't as familiar.

Among the lessons I learned is that it's easy for back-office techies to see public service librarians as overly cautious with regard to technology, but that caution is often the result of public service staff's constant contact with the library's least tech-savvy patrons. Dedicated librarians see themselves as advocates for their patrons, which, when combined with sufficient time on a public desk, can result in a more tempered enthusiasm. Public service doesn't make us negative; it just inspires a let's-think-about-this-a-minute outlook.

Each area of librarianship offers a valuable perspective, but I see a lot of snark online that's veering toward a dismissive attitude toward public

service librarians who seem hesitant about techie insights and ideas. I think it's important to remember that we're all driven by the same goals—we want to provide the very best to our patrons. Often, that librarian with the “negative” perspective is thinking of patron complaints she has handled in the past.

Working together

I've been advocating for kindness as a guiding principle for working with patrons, but it's equally important for working with each other. We should celebrate each other's technological fervor and still appreciate the learned caution of the public service staff.

Rather than rolling our eyes about veteran librarians who haven't mastered a new CMS, kindness encourages us to ask the front-liners about their concerns and get to the root of their caution.

Online, librarians are focused on pushing forward those who are resistant to change. We vent on Twitter and blogs about the Luddite librarians who don't understand why they can't change the text in an image on their library's website or who panic at the prospect of migrating to an open source ILS.

Libraries need change and we need to get better and quicker at adapting. But when it comes to work-

ing with our colleagues, I think we're headed toward a double standard. We need our front-line staff to understand tech, to be sure, and even in the relatively short time that I've been a librarian, I've seen huge leaps forward in that area. Tech savvy is becoming just as important as public service experience. We expect librarians to keep up with tech and be willing to learn more about it, but we also need to get better at differentiating between problematic resistance to change and tempered enthusiasm.

In any organization, the IT staff has a lot of power. They know things the rest of us don't: passwords, how to get the printer to

work, why the screen on that public machine is upside down. But we're doing library techies a disservice if we don't give them access to our end users. Time

spent with patrons shapes and informs staff perspectives. It's easy to huff at experienced librarians who seem slow to learn new technologies and dismiss their concerns, but it's also lazy and immature to do so. We owe it to our users and our colleagues to take the time to look for insight from all corners of our organization. ■



We should celebrate each other's technological fervor and still appreciate the learned caution of the public service staff.

KATE SHEEHAN is a librarian at Darien (Conn.) Library and writes about technology, public libraries, and patron services for ALA TechSource and at loosecannonlibrarian.net.

Censorship Gets Smart

Technology offers would-be censors a broader reach

by Joseph Janes

As we all know, Judith Krug—the director of ALA’s Office for Intellectual Freedom, who passed away April 11 (*AL*, May, p. 40–43)—was an extraordinary woman, a force for the freedom to read and view and write and think as we please. She was a hero and role model for us all to live up to, and she left a legacy for ALA and for generations to come.

Judy was also, as anyone who ever met her will testify, a pistol. I never saw her not looking as though she’d just stepped out of a

bandbox, even when our paths crossed a few years ago at the Alaska Library Association conference, waaaay up in Barrow, on the north slope, where I got to stand on the Arctic Ocean (a block or two from the Wells Fargo) and we all had a warm and splendid time. Somehow, Judy could make even an ultrathick parka look ultrachic. She will be missed.

The September issue of *GQ* ran a piece speculating that bombings in Chechnya several years ago, which precipitated a crackdown by then-Russian President Vladimir Putin, were actually engineered by the Russian government. Fascinating and potent stuff, but you can’t read about it in the Russian edition of *GQ*. Or in any of Conde Nast’s other

Russian magazines. Or even on the *GQ* website. “We’re mindful of the laws and issues in the countries we publish in,” said Conde Nast’s spokeswoman, predictably, in the September 5 *New York Times*. It’s almost as though they were wishing the article away.

In the networked world, this sort of discussion often centers on filtering software, the sort of stuff that

the Children’s Internet Protection Act forced down our throats. We’ve grudgingly come to terms with that, as well as broader-scale attempts such as the poetically

named Green Dam software that China was going to require on all new computers this summer. Ostensibly mandated to block pornography, the program was quickly discovered to also block political sites (using blacklists taken from Cybersitter), as well as to make computers more vulnerable to attack. Nice.

Green Dam got the ax, but who doesn’t believe the Chinese government won’t try again? State-sponsored pervasive censorship is also practiced by a number of countries, including such usual suspects as North Korea and Cuba but also Saudi Arabia, South Korea, and Egypt. Not to mention Iran, where, for a time at least, Twitter and other social networking sites bravely told post-

election stories in ways that no other media could or would.

Creation is a basic human urge; so is censorship. “Don’t think that” has been around since the beginning, and will always be with us. We’re used to the clumsy, hamfisted stuff: people foaming at the mouth about *And Tango Makes Three*, taking a book out and not returning it (that’ll show us), crummy filtering software that blocks more than it purports to, and so on.

The urge to purge

It seems likely that the future of censorship is going to be a lot smarter and more insidious. The best, most successful kind of censorship, of course, is the kind you’re not even aware of. Trying to get a book removed from a library shelf or school reading list is one thing; creating barriers so it’s harder to access or even know about websites or other resources is another.

We always used to be comforted by John Gilmore’s pithy observation that “the Net interprets censorship as damage and routes around it.” I’m not as convinced as I used to be, though there is hope (the Gawker website posted Russian translations of the *GQ* article). I can only hope that another Judy Krug arises from our number to take up the cause in this brave new world . . . but that’s another story. ■

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“Don’t think that” has been around since the beginning, and will always be with us.

Your Desktop: The Movie

Screencasting software for library instruction

by Meredith Farkas

In virtually all libraries today, there will be many more people using the library than just those who come through the door. Our patrons are increasingly accessing our resources and services virtually, to the point where some never use the physical library at all. This has challenged libraries to find creative ways to provide comparable library services in the online medium, essentially making their web presence a virtual library branch.

One service all libraries provide to patrons is instruction, whether we are teaching patrons how to use a database, create an e-mail account, or do a medical literature review. In many libraries, however, this instruction still takes place only face-to-face, or, at best, via e-mail, IM, or phone. For our virtual services to be comparable to those we provide face-to-face, we need to find ways to provide instruction that is as close as possible to what a patron would get at the library.

Ready for your closeup

Fortunately, technologies exist that allow library staff to easily create engaging and even interactive asynchronous video instruction. A screencast is essentially a movie taken of your computer's desktop. It can show everything you do—from typing a query into a search box, to clicking on a link, to resizing a window and more. In addition, most software allows you to do post-production editing of the recorded content so you can create a more polished and con-

cise product. Users can add captions, audio narration, and highlighting, and even zoom in on certain elements they wish to em-

phasize. A few software options enable the creation of quizzes and other interactive components that require users to actually take a correct action for the movie to continue.

Screencasting software is great for library tutorials. Instead of offering a list of instructions on how to use a database, a screencast concretely shows the librarian going into the database and executing searches. It appeals to all learning styles since it can contain visual, audio, and hands-on components.

Screencasts can be used to provide instruction on any computer activity. Orange County (Fla.) Public Library illustrates a variety of ways that screencasts can be used to provide library instruction (ocls.info/Virtual/tutorials/). In addition to offering screencasts on using local resources, such as the catalog and databases, OCPL also has screencasts on how to subscribe to RSS feeds and connect wirelessly.

MIT Libraries offers many concise and targeted screencasts on how to use its resources (libguides.mit.edu/video/). Instead of having a single screencast on using the catalog, there are a variety of short screencasts on how to do specific



Show everything you do—from typing a query into a search box, to clicking on a link, to resizing a window.

things with the catalog, which appeals to students who likely just want to know how to accomplish a specific task. In an alternative approach,

librarians at the University of Wisconsin in Madison created an introductory research tutorial series that introduces key elements of the process (clue.library.wisc.edu).

Years ago this sort of software cost several hundred dollars, but there now exist free and low-cost options as well—including some screencasting tools that are used directly from the web without having to download or install software. Screencasts are exported into a variety of different formats, depending on the software you use, and can then be uploaded to your library's server or a variety of free video-sharing sites, such as YouTube or blip.tv.

For libraries that are struggling with how to provide instruction to a population that is increasingly utilizing services online, screencasting allows us to provide quality point-of-need instruction asynchronously in a way that appeals to people of all learning styles. ■

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How the World Sees Us

"This year's freshmen . . . have never used a card catalog to find a book."
Time columnist NANCY GIBBS on Beloit (Wis.) College professors' Mindset List, a "dictionary of all the deeply ingrained cultural references that will make no sense to the bright-eyed students of the incoming class."
 "Time will tell," *Time Magazine*, Sept. 21.

"YouTube's sheer size makes it an easy and tempting target for filtering by national governments . . . video can, in some contexts, be censored more effectively than other forms of web content."
 DAVID TALBOT on censoring YouTube, which accounts for the majority of video on the web. "OurTube," *Technology Review*, Sept./Oct. 2009.

"Just like Oprah, bin Laden has both an army of fanatic followers ready to carry out his every whim—and a book

club. . . . He's got a library card! Ask Amazon where he is; they're shipping books to him!"
 On the fact that bin Laden has eluded capture while periodically surfacing to perform such communications feats as recommending books. PETER SEGAL, joking on NPR's *Wait Wait . . . Don't Tell Me!* Sept. 19.

"We want more information and knowledge."

Cape Town 9th-grader ABONGILE NDESI speaking among thousands of school children marching to City Hall to demand libraries and librarians. "South African Children Push for Better Schools," *New York Times*, Sept. 25.

[which] has undermined the very foundations of our economy."

M. C. BLAKEMAN, facetiously using free libraries to argue for a healthcare public option in "The Menace of the Public Option," *San Francisco Chronicle*, Open Forum, Sept. 19.

"I could not let anybody know I was reading."

Former Arkansas Court of Appeals Appellate Judge OLLY NEAL, telling StoryCorps (Oct. 2) why he felt he had to steal books from his high school library after he became fascinated with the writing of author Frank Yerby.

"I'm doing exactly what I've always done: living within my means. Not a problem. No lifestyle change. Libraries are still free."

JOHN SMITH, of Vienna, Virginia, in response to the *New York Times* reader question, "What are your survival strategies? How are you getting by in the economic downturn?" Sept. 21.

"No matter how screwed up my family and home was, I could always read and learn and dream about more."

IT Librarian KATH READ, Brisbane (Australia) City Council Library Services, "Why I Became a Librarian" post, Sleepydumpling's Big Adventure blog, Sept. 14. ■



Smart Cars demonstrate that they are aptly named when they take you to the library, David Coverly's Sept. 25 edition of the syndicated comic *Speed Bump* suggests.

"'Forever' institutions such as libraries, universities, and museums are especially important in uncertain times because they provide stability and continuity."

Smithsonian Institution Secretary G. WAYNE CLOUGH, on the role of libraries and other educational institutions in tough economic times. "From the Castle: 'Forever' Institutions," *Smithsonian*, July 2009.

"Of all the current assaults on our no-

Troublesome Textbooks

Students confuse the roles of the library and the bookstore

by Bonnie Imler

I refer to it as “the textbook phenomenon,” and it has me perplexed. Over the past five years, I have watched increasing numbers of students struggle with the difference between the traditional roles of the college library and the college bookstore.

I still remember the first time a student approached me at the reference desk and innocently inquired about the loca-



The student just assumed that the library carried all of his textbooks so that he wouldn't have to buy them.

tion of our textbook section. With some prompting, I found that the student just assumed that the library carried all of his textbooks so that he wouldn't have to buy them. This transaction amused me enough to share it with the other librarians; within a few days, a colleague reported that she had experienced a similar student encounter.

The next several years saw a steady increase in the number of students looking for textbooks at the beginning of the semester. It soon became apparent that they weren't just confusing the library with the bookstore. As the number increased, I began to believe that a false rumor was being spread, so I asked if someone had told them that the library owned multiple copies of all the textbooks used on campus. The responses were all some version of “No, I just figured you did.” I found this interesting because as an

undergraduate student, I didn't assume that I would get my textbooks anywhere but the bookstore; too bad I couldn't, because I could have purchased a lot of pizza with the money I spent on them.

Last year the number of inquiries grew large enough that we started keeping stats. This year, on only the

second day of classes, I broke down and created a handout titled “Looking for Textbooks?” Coincidentally,

on that same day, a librarian Facebook friend, Matt Cizek, posted, “Gentle reminder to new students: The Library is *not* the bookstore, we don't sell books, and have a limited supply of books for your courses. Whining, kicking, screaming, and crying will not change these simple facts.” He was still receiving responses from librarians a week later. Suddenly we had a support group.

I created the handout to cover the finer points that I have now repeated more than a thousand times: the difference between the library collection and textbooks placed on course reserve by faculty; the possible pitfalls of ordering old textbook editions through interlibrary loan; and the fact that unlike purchased textbooks, borrowed ones can be recalled by other students at any time. In addition, I have verbally—and vainly—tried to point out to students the impracticality of using the

entire collections budget to purchase textbooks that will be obsolete almost immediately. I have also played the “unfair card,” noting that it wouldn't be fair for one person in the class to receive their textbook for free while others pay; this is usually met with a stare that says, “That would be completely fair if that one person was me.”

The online option

To be honest, not all of the students searching for textbooks are hoping to avoid purchasing them. Many are looking for temporary copies while they wait for the textbooks they purchased online to arrive. The opportunity to save money by buying or renting textbooks online wasn't available when I was in school. But while these methods may be cost-effective, the student is frequently at the mercy of the seller when it comes to time of arrival.

I'm curious to see how the textbook phenomenon evolves. Our library is already beginning to see an offshoot of this trend: For the past year, the reference desk has not only been hit with textbook questions at the beginning of the semester, but also the last week. Believe it or not, these students are looking for textbooks because they sold their copies back to the bookstore before taking their final exams. They must have needed pizza money. ■

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The Power Word-c

Building a buzz is an effective—and free—way to create public awareness and support

by Peggy Barber and Linda Wallace

Think about it. What makes you decide to try a new restaurant, see a particular movie, read a novel? Is it because you saw an ad, or because a friend—someone you trust—recommended it?

The whole advertising arena has changed. Today there are so many more choices and so much clutter. We're no longer all watching the same TV shows. One study says the average person is exposed to 3,000 advertising messages in a day, which sounds unbelievable until you think about all the ads you see in newspapers and magazines, in the mail, on TV and radio, on billboards, and on your computer screen.

Do the ads get your attention? Do you remember them? Do you run out and buy the products? Or do you start worrying about the scary side effects of those prescription drugs? You probably "zone out" on the ad marathons, TiVo past them, or head for the kitchen. But chances are you'll remember—and believe—what your friends tell you. There is no more powerful communication technique than the simple act of one person talking to another.

With all the newfangled technology out there, the commercial world has rediscovered the power of word-of-mouth marketing (WOMM). We think it's time libraries did too. Note that we're talking about not just word of mouth but word-of-mouth *marketing*. Many of us naturally drop the "L" word into our conversations both inside and outside the library. What we're talking about is getting organized, focused, and consistent about what and how we communicate. If we do it right, other people will help deliver our message. It's also called building a buzz.

We think WOMM makes sense for libraries for three very good reasons. One, because *we can afford it*. For the first time, the playing field is level. We can compete. We can win public awareness and support. Two, libraries have a potential sales force of millions, including our entire staffs, Friends, trustees, and satisfied customers who for the most part we have not tapped. And three, because it absolutely is the most powerful form of communication.

The two of us had been buzzing about buzz for some time when two regional library systems in Illinois, the DuPage Library System and the North Suburban Library System, applied for and received an LSTA grant to provide training, planning support, and information resources on word-of-mouth marketing. Thirty-five libraries participated, including 29 public, three academic, two school, and one special. We were hired to lead the training sessions and provide counsel on project development. It was a learning



of Word-of-Mouth Marketing

experience for all of us, and we share what we learned in a book, *Building a Buzz: Libraries and Word-of-Mouth Marketing*, to be published by ALA Editions this fall.

Starbucks. The Body Shop. Ebay. These are all companies that built their reputations on the strength of their product and strategic use of word-of-mouth. Satisfied customers became their sales force. Positive word-of-mouth is so simple, basic, and powerful that it's hard to imagine any company prospering without it. And you can probably think of more than a few ventures (we won't name them) that have suffered from negative word of mouth. You also may have heard that some companies are paying people to do word of mouth for them. This is considered unethical in the advertising profession, and it is *not* the kind of word of mouth we are talking about.

Word-of-mouth marketing works best when it is genuine and reflects true passion. One of our favorite bits of wisdom about WOMM comes from Guy Kawasaki, who had the title of chief evangelist for Apple Computer. In an interview on the Creating Customer Evangelists website, he said:

"Any car manufacturer should go to the Harley Davidson biker rally. They would learn a lot. It's almost too obvious. I'd like to know: How many car manufacturers have sent their marketing staff to a HOG (Harley Owners' Group) rally? They would learn a shitload of stuff. Pardon my French."

Why is this quote important? Because it prompts a big question. Could the people who use your library become a passionate community of champions—even if they don't wear leather? Could library users get as wound up and committed as Harley riders? Could they have as much fun? We think it's not only possible but essential.

Word-of-mouth marketing can make it happen.

WHY WOMM?

1. It's real and immediate—real, live people telling other people in real time.
2. It's personal—not a pitch. The person knows you and is trying to be helpful.
3. It's honest. There's no commission, no connection. You're more likely to believe.
4. It's catching. People love to share a good idea or experience and other people love to listen. (The only thing people like to share more than a good experience is a bad experience.)
5. It's customer-driven. The customer determines when she/he will talk/listen. It is not imposed.



"We Could See the Statistics Jumping"

The Winnetka-Northfield Public Library District was one of 35 Illinois libraries that participated in the Buzz Marketing Grant Project sponsored by the North Suburban Library System and DuPage Library System. For its project, the library focused on spreading the word about its online resources, with circulation staff taking a lead role. Head of Circulation Judy Wright shares her thoughts in this interview from the forthcoming book *Building a Buzz: Libraries and Word-of-Mouth Marketing*.

What impressed you about this project? Traditionally circulation staff isn't involved in marketing. Very few libraries allow their circ staff to interact at that level. We were excited about trying something new.

How did your staff respond? The staff was terrific. We

were excited to see them excited. Some were a little more aggressive than others, but everyone participated. Some of the people I least expected were really shining by the end. I heard them say things like, "It's easy and fun to talk about things you know about and support."

How did you motivate them? The incentives helped make it fun, but when we gave them training on the databases, that was when it took off. Our staff felt knowledgeable and empowered once they saw how wonderful some of these databases are and how they could serve our patrons. Because they felt it was such a good product, it was easy for them to promote.

What kind of tools and incentives did you use? There was a contest to come up with a message ("We're up when you



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are: 24 hours a day”). Everyone was encouraged to enter. Everyone received a “cheat sheet” with our message and talking points. We had a bookmark with a checklist so we could mark the ones we showed them. We would ask them, “Do you know we have *Morningstar*?” or “Do you know about the Tumblebooks site?” and demo it to them. We would circle the sites on the bookmark so they would remember once they returned home. Also, everyone who received a demonstration was given a notepad with our message. Having something to give out made it easier for the staff to present their message. The two staff who gave out the most notepads at the main library and our branch each received gift cards.

Are you still buzzing? Yes! We have installed a laptop computer at the circ desk so we could show people the databases. Staff use it to show how to do online reserves and account records, as well as demonstrate databases. People like it. We like it. We’re educating people more and more about databases and other services available online. It’s become an expectation we have for staff. WOMM is being incorporated as a core competency and part of our staff evaluations.

Why do you think WOMM works? Hearing about and seeing the databases demoed makes a lasting impres-

sion—more so than seeing it in a newsletter. I think people respect someone else’s opinion. You can also convey some excitement speaking one-on-one that you can’t with the printed word.

What was the biggest thing you learned? We learned that this is one of the most successful ways to market. We’ve had better results from word-of-mouth than anything we’ve done—tangible results. We could see the statistics jumping.

What advice would you give other libraries? Many studies have proven that the circulation staff is the first and sometimes the only contact patrons have when visiting the library. We miss a lot of opportunities by not encouraging circ staff to promote the library. Get your circ staff out there. Get them trained and empowered and let them go. It will surprise you! ■



PEGGY BARBER (left) and LINDA WALLACE are principals and cofounders of Library Communication Strategies, a marketing consulting firm based in Chicago. Barber was formerly associate executive director for communication at ALA; she established the ALA Public Information Office, Public Programs Office, and the ALA Graphics program. Wallace was director of ALA’s Public Information Office, where she launched Teen Read Week, Library Card Sign-Up Month, and other public awareness campaigns.



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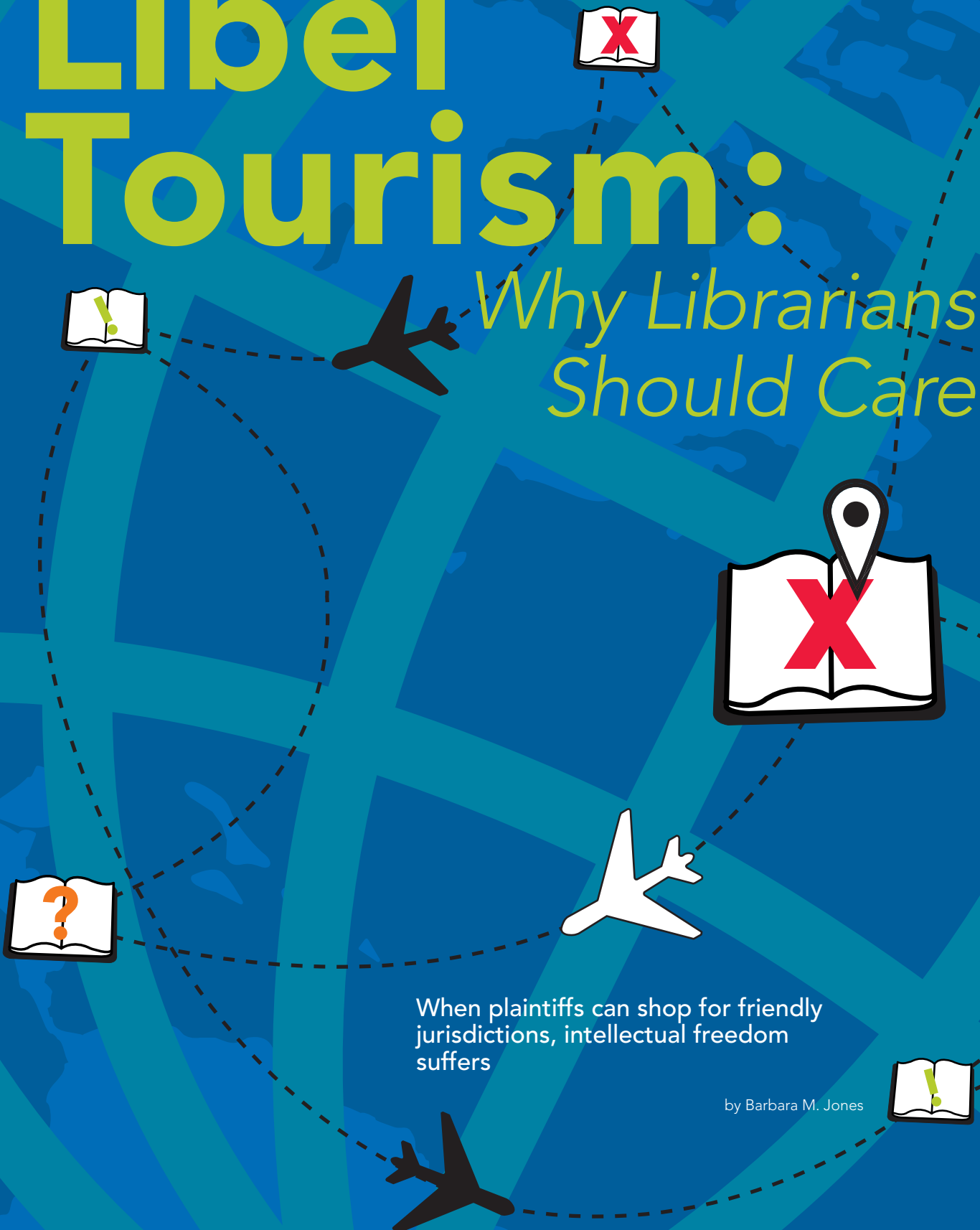
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Libel Tourism:

*Why Librarians
Should Care*





The global exchange and purchase of information via the internet has undoubtedly enriched scholarly communication and library collections. But all sorts of legal and cultural barriers confront information crossing national borders. Consider a book published in the United States and sold on a global website. Persons or groups who believe that this book has defamed or inaccurately portrayed them can sue the author or publisher in any country where the book can be purchased—and where the libel laws might differ from those in the United States. This sort of legal action, known as “libel tourism,” has become an increasing threat to academic and intellectual freedom.

In the United States authors and publishers are generally protected by the First Amendment unless the plaintiff can prove that the book’s defamation or inaccuracies have malicious intent; as a result many aggrieved parties have turned to the British courts, where the rigorous libel law is far less friendly to authors and publishers. Imagine the shock when librarians received notice in spring 2007 from Britain’s much-revered Cambridge University Press (CUP) that they should remove from circulation the publisher’s 2006 book *Alms for Jihad: Charity and Terrorism in the Islamic World* by U.S. authors J. Millard Burr and Robert O. Collins (*AL*, Oct. 2007, p. 28). Saudi businessman Sheikh Khalid Bin Mahfouz had filed a libel action lawsuit in the U.K. against CUP claiming the authors accused him—wrongfully and without evidence—of funding al-Qaeda.

What happened next is complex but not so unusual. Jeffrey A. Stern of the Los Angeles-based publisher Bonus Books sharply criticized Cambridge University Press’s action March 8, 2007, on the bookseller.com website: “Clearly [CUP] must have supported the material before they agreed to a publishing deal with Collins and Burr. It’s only now, after being slapped with a suit in the U.K. by the likes of Bin Mahfouz, that they have suddenly decided to concede to the demands to pull the book. What’s worse, they have not only agreed to pay damages but they have even gone so far as to issue a formal apology on their website, completely discrediting their authors as having made ‘defamatory allegations’ to which there was ‘no truth whatsoever.’”

Kevin Taylor, intellectual property director of Cambridge University Press, responded on September 8, 2007, that by the time CUP received notice of the pending legal action in March 2007, most of the copies of *Alms* had been sold. The publisher said it had not realized that the book contained defamatory statements about Bin Mahfouz. In the U.K., sources proven to be false and/or defamatory are subject to British libel law. Therefore, upon legal advice, CUP decided to pulp the remaining copies and notify libraries to remove the book from circulation. As Taylor stated: “Cambridge University Press is not in business to do ideological battle but to act responsibly as a publisher of scholarly material. It would not be a responsible use of our resources, nor in the interests of any of our scholarly authors, to attempt to defend a legal action in circumstances such as the above. Our decision to withdraw the book may indeed have been ‘un-American’ in Jeffrey A. Stern’s sense of that term, but we are a global publisher with a duty to observe the laws of many different countries. Stern may have issues with English libel law, but he should not criticize a publisher for upholding its responsibility to stay within that law.” Cambridge University Press removed the book from its list in August 2007 and reportedly pulped the remaining copies in its possession.

Such actions should give librarians pause—especially those in libraries committed to collecting research ma-

terials for posterity. *Alms for Jihad* has essentially disappeared from the Cambridge University Press website as if it never existed. The book's front cover image still appears in the Wikipedia entry on the book, although the article's external web links to CUP are dead. (However, there is a live link leading to a PDF of the book's contents on the Wikileaks website, which publishes anonymous submissions of sensitive governmental, corporate, or religious documents.) Fortunately, a quick search of OCLC's WorldCat shows that 351 libraries worldwide created holdings for this book, so we can hope that most have retained it. And in a Google Books world, can content ever be irrevocably "pulped"?

Yale University Press fought a similar case and won. In August 2007, Matthew Levitt's 2006 book *Hamas: Politics, Charity, and Terrorism in the Service of Jihad* was targeted by KinderUSA, a charity accused in the book of funding terrorism. According to an August 16, 2007 article in *Inside Higher Education*, Yale not only defended the book and its

Such actions should
give librarians **pause**—
especially those in
libraries committed
to collecting research
materials **for posterity**.

author, but filed a SLAPP (strategic lawsuit against public participation) suit seeking to quash KinderUSA's suit. (Ironically, this type of lawsuit can also chill speech when used against authors or groups that can't afford to pay damages.) Importantly, Yale noted that the book had been subjected to peer review and copyediting, and the press defended the author's claim that he had fact-checked his book.

There have been many similar lawsuits. For example, the June 18, 2008, *Chronicle of Higher Education* reported that the U.S.-based College Art Association was forced to settle when a professor of art history was angered over a book review in CAA's *Art Journal*. *Palestinian Art* (Reaktion Books, 2006), by Professor Gannit Ankori of Hebrew University of Jerusalem, was reviewed unfavorably by Joseph Massad, a professor at Columbia University. In his review, Massad claimed that Professor Ankori did not credit her sources properly.

In February 2008 Ankori's U.K. attorneys threatened to sue, and the College Art Association, calculating that it could not afford to lose, paid \$75,000 in damages. In a letter to its members, the association stated that "the review contained factual errors and certain unfounded assertions. . . . CAA has apologized to Professor Ankori and has agreed to a settlement." CAA asked institutional subscribers to "withdraw from any form of circulation" the questionable portions of the review. A CAA official noted that "we have to be aware of the variety of scholarly institutions and cultures, and legal cultures, in other countries." Again, librarians need to ponder whether, in the age of e-journals, content can ever be fully removed from circulation.

Terrorist tangle

I have saved the most influential case for last, because its impact promises to bring real change and protection to the United States higher education traditions of research, scholarship, and academic freedom. Consider Rachel Ehrenfeld's 2003 book *Funding Evil: How Terrorism Is Financed and How to Stop It* (Bonus Books), which, like *Alms*, asserts that Bin Mahfouz finances Islamist terrorist groups. Speaking movingly at ALA's 2008 Annual Conference in Anaheim, Ehrenfeld reminded us that the struggle against libel tourism is not over. She was targeted for a lawsuit in 2004 by Bin Mahfouz and a U.K. court ordered her to pay £10,000 to each plaintiff in the case.

Rachel Ehrenfeld decided to fight back. Despite numerous threats to her person, she brought to bear her expertise in the field of financing terrorism and the support of



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the organization she directs, the American Center for Democracy. Although her countersuit to prevent the judgment against her from being enforced in the United States failed, the visibility of her case paved the way for legislative action: In March 2008 the New York State legislature passed the Libel Terrorism Protection Act (the word “terrorism” appears to be a misnomer) by a unanimous vote. This law (sometimes called “Rachel’s Law”) enables New York courts to claim jurisdiction over anyone who attempts to obtain a libel judgment over a New York State publisher or author. Only those judgments passing U.S. and New York State constitutional muster will be enforced. A similar law has been passed in Illinois and legislation is pending in several other states.

Ehrenfeld’s case brought international attention to libel tourism. An article in the April 2, 2008, *Financial Times* quoted libel barrister Hugh Tomlinson denouncing what he viewed as a ridiculous libel case in the British courts. Tomlinson characterized the case, involving a Ukrainian energy tycoon suing two Ukrainian internet journals, as “a Ukrainian attacked in a Ukrainian newspaper in Ukraine.” The article warns that despite the New York law, “Libel judgments in countries with tight rules are likely to continue echoing around the world. They are a chastening reminder to writers that the ease of electronic publication and retailing has made defamation a global business.”

Blame the Brits

The January 8, 2009, *Economist* asked, “Are English courts stifling free speech around the world?” The article notes that a London lawyer, Mark Stephens, is taking the libel tourism problem to the European Court of Human Rights with the argument that British libel damages are disproportionate: “If you get only around £42,000 for losing an eye, why should you get that much or more from someone writing something nasty about you?” he asks.

The U.S. House of Representatives passed a bipartisan measure, H.R. 2765, June 15. The bill: 1) authorizes nonenforcement of the foreign judgment if it violates U.S. Constitutional due process; 2) protects internet service providers if the foreign judgment is inconsistent with the Communications Decency Act, Section 230; and 3) authorizes awarding attorney fees to a party who successfully opposes enforcement. However, there is no provision for a damages cause of action—in other words, there is no way for the plaintiff to countersue. For that reason, the Association of American Publishers promptly announced it would not support the bill, because it does not provide for such a remedy on behalf of U.S. authors and publishers faced with a libel suit. The group is calling for a stronger bill incorporating the original as supported by Rep. Peter King (R-N.Y.) and Senators Arlen Specter (D-Pa.) and Joseph Lieberman (I-Conn.).

Libel tourism serves to remind librarians of some core principles of the U.S. library profession and the nature of scholarly communication in a free society.

Professional principles

First, the landmark 1964 Supreme Court case *New York Times v. Sullivan* protects published works, even if they contain factual errors, unless there is malicious intent. In the case of academic publishing, the responsibility of disseminating evidence-based content lies with the academy, through such mechanisms as peer review, academic reputation, communication among scholars, and the tenure process. Books for the general public are edited and receive attention through traditional media reviews, and more recently through discourse on the newer social networks.

Second, on a practical level, what are libraries going to do with books like *Alms for Jihad* and *Funding Terrorism*? Will we keep them on the shelf if a faculty member denounces their political bias? Will we move them to non-circulating status in order to prevent them from being stolen by community pressure groups? Will we decide to resort to interlibrary loan in order to avoid the purchasing decision and hopefully the controversy?

Third, the American Library Association and its divisions defend freedom of expression through its Office for Intellectual Freedom and the documents in the *Intellectual Freedom Manual*, which contains all the core principles as they have evolved over time. On July 31, 2008, ALA endorsed the Free Speech Protection Act of 2008 (S. 2977), aimed at stemming libel tourism, and placed H.R. 2765 on its list of legislation it is watching.

In its February 12, 2009, statement to the U.S. House of Representatives Subcommittee on Commercial and Administrative Law, the AAP characterized the threat of libel suits as “the proverbial Sword of Damocles [that] can inflict ongoing harm in the form of injury to reputation, impairment of credit rating, lost publishing opportunities, and speech chilled by fear of retribution.” The libel tourism issue threatens to grow, as scholarly researchers continue to engage each other across national borders via the internet. Not only do libel and defamation laws differ dramatically from country to country, but so do cultural norms about what is considered to be evidence-based research and what is “responsible” publishing.

Librarians must engage in these complex dilemmas if we have any hope of defending academic and intellectual freedom as we now know it. ■



BARBARA M. JONES is an international library consultant and library and information science educator. She recently retired as university librarian at Wesleyan University in Middletown, Connecticut. Her book *Protecting Intellectual Freedom in Your Academic Library: Scenarios from the Front Lines* was recently published by ALA Editions.

Managing Multivendor RFID Rollouts



Communication and compatibility
are keys to a successful project

by Shai Robkin

With library operational budgets being slashed nationwide, more IT directors are turning to radio frequency identification (RFID) systems to track inventory and manage circulation, cutting operating costs and increasing efficiencies. Because most RFID applications communicate in real time with a library's integrated library system (ILS), a strong relationship between the RFID vendor and ILS vendor is critical. Miscommunication and incompatibility among vendors can threaten the success of a project, resulting in unexpected costs and unforeseen investments in time and energy on the part of library staff. According to a survey conducted by the Computing Technology Industry Association (CompTIA), miscommunication or lack of communication is the top reason most IT projects fail.

Jessamine County Public Library in Nicholasville, Kentucky, sought an RFID solution to help ease the burden on its personnel budget. “Our library had a continually growing need for additional staffing, but our personnel budget was not increasing at an equal pace,” said Circulation Services Manager David M. Powell. “We needed a solution that would help our existing staff keep up with the growing demands on our library.”

JCPL pursued a multivendor RFID solution offered through its ILS vendor, SirsiDynix, which has a strategic partnership with Integrated Technology Group (ITG). To address both their growing circulation and security demands, the library installed the Apex RFID system developed by ITG. The new system features three Apex RFID XpressCheck patron self-service kiosks, eight Apex RFID workstations, and Apex RFID security gates. In the process of implementing the rollout, JCPL discovered numerous best practices for managing an installation where two technology vendors were involved. According to Powell, “The key to a successful multivendor rollout is choosing compatible vendors, developing a communication strategy, and establishing clear troubleshooting procedures.”

The real-world experiences of Jessamine County Public Library are applicable to almost any multivendor technology implementation.



Step 1: Choose Compatible Vendors

- What criteria do you use to evaluate technology vendors?
- Is your focus on the technology and its features and benefits?
- Are you concerned about customer service? Reliability?

- Is cost the most important factor?

According to the *2009 RFID Marketing Strategies Report* published by *RFID Update*, the top priority for most end users is to find an RFID company that has successfully performed numerous implementations at an organization similar to their own. Powell suggests contacting references not only to ask about the performance of the technology but also to inquire how well the RFID vendor worked with the library’s ILS vendor, as well as other technology vendors if applicable. He also suggests asking the vendors themselves if they already have a working partnership with others. These may be technology partnerships or mutual accreditations; there might even be a marketing partnership that allows libraries to purchase one vendor’s products through a strategic partner. Choosing vendors that already have an existing relationship saves time and money from the start. Vendors that have a partnership or have worked together on multiple proj-

ects have probably worked out the kinks that arise in new collaborations.

During the bidding process, ask vendors how long they’ve worked together, whether they have dedicated communication channels in place, and how they handle

Choosing vendors that already have an existing relationship saves time and money from the start.

problems and troubleshooting. Without lateral communication channels among vendors, the customer can end up in the role of de facto liaison.

Other considerations include:

■ **Product compatibility.** Products from different vendors that do not operate together seamlessly require special accommodations that may increase the cost of the overall project. In addition to assuring compatibility between software systems, consider the full range of equipment. Will Vendor A’s software run on Vendor B’s hardware? Will Vendor B’s hardware fit in the furniture you have chosen from Vendor C? Are all vendors compatible with the cataloging and circulation system? Test the compatibility of equipment early before making a purchase to avoid costly alterations down the road.

■ **Service agreements and warranties.** Understand the compatibility of vendors’ service terms, guarantees, warranties, and payment options: Do service terms conflict? Do all products involved have a similar lifespan? Do the maintenance and technical support agreements have a similar timeline? Are you paying for two technical support service plans that overlap?

Addressing these details up front will help determine which vendors are most compatible. In the case of Jessamine County’s installation, ITG and SirsiDynix submitted a joint proposal to eliminate the possibility of conflicting service terms.

■ **Corporate cultures.** Amy Thropp, vice president of customer care for ITG, suggests working with vendors that have similar corporate cultures, if possible. For instance, do both vendors’ corporate cultures lean toward collaboration or competition? Some companies hold their practices and procedures close to the vest, which may hinder communication during a collaborative project.

“Vendors have to be willing to put their client’s best interests first, which means learning how to work with other vendors, even if that means lifting the curtain a little,” said Thropp.



Step 2: Develop a Communication Strategy

"Ask a lot of questions in the beginning," advises JCPL's Powell. "The more questions you ask, the more you know what to expect, who is responsible for what, and how to move forward."

Next, identify the key players from within the client organization, as well as from each vendor, and build a hierarchy outlining each team member's area of responsibility. The hierarchy may also be used to outline an escalation process for troubleshooting.

When developing a communication strategy, include staff members and patrons who will be using the technology. If staff members fully understand and appreciate the new technology, patron buy-in often follows. Failure to garner support from the beginning can diminish the benefits of the new technology.

"We have used training and signage to help our staff and patrons adapt to the new technology," said Powell. "We set up a training program with visuals, guidelines, and procedures to show the staff how to tag the items and operate the equipment."

- **Set goals and create a timeline.** A communication

strategy should contain a set of clear goals and objectives that are linked to a timeline. In developing a timeline, be sure to build in extra time for troubleshooting and last-minute adjustments.

"For example," said Thropp, "there are a lot of options for configuring a self-service unit, and it takes time to determine which settings are most appropriate for your library."

■ **Define terms.** "A lesson I learned early on is the importance of defining terms," said Powell. "At one point, ITG referred to a piece of equipment by one term, while SirsiDynix called it something else. It took me a while to figure out they were both talking about the same piece of equipment."

A multivendor team may need to define technical terms for equipment, processes and technical procedures, and terms of measurement. For example, some people use the term "RFID reader" to include both the coupler and the antenna; for others the term refers to the coupler alone.



Step 3: Establish Troubleshooting Procedures

In addition to establishing a written communication plan, it's equally important to institute trouble-



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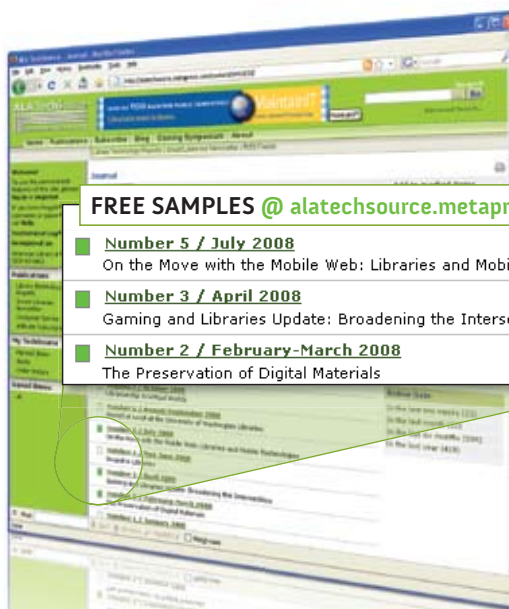
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shooting procedures prior to encountering a technical issue. After equipment has been installed, most technical support will take place remotely. Remote tech support can save time and money, but it can also present communication challenges.

With proper training from vendors, a library's technical staff can probably handle minor maintenance and basic troubleshooting; they become an extension of the vendor's technical support team.

"It's a good idea for libraries to have a main technical contact who can speak in a technical manner when it comes to troubleshooting," said Thropp. "Investing a small amount of time to train the library's technical staff in maintenance and troubleshooting goes a long way in helping your vendor tech support teams identify and diagnose problems quickly and efficiently."

A service level agreement and maintenance contract should define troubleshooting procedures. Understand the exact terms of the agreement and be sure to review fees associated with technical support services and maintenance contracts with staff. This includes how vendors define "support." Onsite or remote support? Only during normal business hours? Does the support outlast the warranty on the equipment? "Be certain that you get not just a full year's warranty at no additional charge, but also sup-

Remote tech support can save time and money, but it can also present communication challenges.

port and maintenance," said Thropp. "Sometimes there is a series of trials and errors required before all settings are just right. Your library may want to try a specific setting for a week and then change to find the best configuration."

Jessamine County Public Library's RFID system has been up and running since February, and the library is already experiencing a return on investment in operating costs, which have held steady thanks to the new technology and loss prevention. "Overall, the experience of implementing a multivendor RFID technology rollout has been a positive one," said Powell. "Now our patrons and our staff members are benefiting daily from our efforts, and we are watching the tangible results and ROI add up over time." ■



SHAI ROBKIN is founder and president of Integrated Technology Group, a division of Vernon Library Supplies, and co-author of *Radio Frequency Identification Handbook for Librarians* (Libraries Unlimited, 2007).

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The Freedom to Read

Banned Books Week celebrates 28 years of fighting censorship, as new attempts continue to plague libraries

What do books from the Harry Potter series, *To Kill a Mockingbird*, and *Little Red Riding Hood* have in common? All have faced removal from library bookshelves in the United States. In many cases, it is only through public intervention that books are saved from removal or from being kept under lock and key.

From coast to coast, libraries and bookstores battled censorship challenges and celebrated the freedom to read during this year's observance of Banned Books Week, September 26–October 3, with the theme “Speak. Read. Know.”

According to ALA's Office for Intellectual Freedom, more than one book a day faces a request for removal from public access in school and public libraries. Challenges are defined as formal, written complaints filed with a library or school requesting that materials be removed because of content or inappropriateness.

This year marked the 28th annual celebration of BBW as thousands of libraries and bookstores hosted exhibits, readings, and special events.

The yearly observance is cosponsored by ALA, the American Booksellers Association, the American Booksellers Foundation for Free Expression, the Association of American Publishers, the American Society of Journalists and Authors, and the National Association of College Stores, and is endorsed by the Library of Congress Center for the Book. Visit www.ala.org/bbooks. ■



Jessica Herr, head of circulation at Pass Christian (Miss.) Public Library, defends the freedom to read by holding a strategically placed bookmark, in front of a display symbolically cordoned off with a chain and padlock.



One of the official ALA OIF Banned Books Week posters and chains adorn a book display at Arlington (Va.) Public Library's Central Library.



A Loudoun County (Va.) Public Library staff member shows off a T-shirt that declares *FREEDOM* on the front, courtesy of the American Booksellers Foundation for Free Expression, and an excerpt from Nikki Giovanni's poem “Good Books” in conjunction with a United States Holocaust Memorial Museum exhibit, “Fighting the Fires of Hate: America and the Nazi Book Burnings.”



Jo Roussey, director of volunteer services at York County (Pa.) Libraries' Martin branch, sets up a display of the top 10 books most frequently challenged or requested to be removed from libraries last year.



Librarian Penelope Houston from San Francisco Public Library, known for her work as frontwoman of the punk rock band the Avengers, and her partner, SFPL employee Patricio Johnson, perform a song during a lunchtime music-themed Ban(ne)d Books reading and performance at the Main Library.



Author Lauren Myracle talks to the crowd during the BBW national "Read Out!" kickoff in Chicago hosted by ALA's Office for Intellectual Freedom, the McCormick Freedom Museum, and Newberry Library.



Authors Peter Parnell and Justin Richardson sign copies of their book *And Tango Makes Three* at the national "Read Out!" kickoff Banned Books Week event in Chicago.



A burlap bag and chain cover a selection of banned books displayed at the University of Arizona libraries in Tucson in conjunction with events hosted by the School of Information Resources and Library Science's student-led Progressive Librarians Guild.



Retired librarian Vivian Carter, dressed as Abigail Adams, reads from *Common Sense* by Thomas Paine during the Twin City Tale Spinners event at Illinois State University's Milner Library in Normal.

How to Work a Crisis

Demonstrating that libraries are a necessity

by Denise M. Davis, Norman Rose, Larra Clark

The phrase “never let a good crisis go to waste” rings as true in our nation’s public libraries as it does in the government and commercial sectors. On the scale of amenity versus necessity, library technology used for job seeking, continuing education, and e-government boosts our case toward necessity.

To help supply you with ammunition and to inform planning and policy, the *Public Library Funding and Technology Access Study* and its predecessor *Public Libraries and the Internet* have tracked the growth of computer and internet services in public libraries

and how these services are funded. By your responses, you have told us:

- More than 71% of libraries provide the only free public access to computers and the internet;
- 90% of libraries offer formal training or information technology assistance to effectively use computers and online resources; and
- There has been double-digit growth in the internet services available in public libraries over three years, including: online homework resources (79.6%), audio content (72.9%), virtual reference (62.4%), e-books (55.4%), and video content (51.4%).

Library public access technology is in the public eye now more than ever as the media reports on the surge of job seekers and others who are turning to libraries. There was a 22% jump in the number of libraries reporting that providing services for job seekers is critical to the role of the public library (65.9% compared with 44% in 2006–07).

Despite American Recovery and Reinvestment Act funding, particularly around public access computing centers, lost tax revenue and subsequent cuts in government services are translating into staff layoffs and reduced hours of

CONFESSIONS OF A DATA JUNKIE

“We tell stories. We talk about statistics. And in 1978, we added an element of the show that gave it its heartbeat: the long distance dedication.” —Casey Kasem

I loved listening every weekend to Casey Kasem’s *American Top 40* when I was growing up. Not only could I listen to the songs and stories about the musicians that I enjoyed, but there were really interesting statistics about music and people. Yes, I am confessing to being a data junkie. What I like most about data is that it helps to build a picture of what is happening in the world around us and consider past and future trends. There also is an opportunity for us to ask more questions and dig deeper into what is not presented on the surface. Statistics enable us to tell our story.

Here in California, statistics have become crucial for us to create context for public officials about the world of California public libraries. As state leaders were considering broadband efforts and the use of stimulus funding, they asked us to tell the story of

public libraries and why we should be included in broadband efforts.

We began by creating context, with data about public libraries and internet access and public computing. We used data that we collect annually and those collected by the *Public Library Funding and Technology Access* study. With this data, we were able to set the stage. We were then able to discuss where we need to go and why. The use of data, intertwined with the story of the power of libraries in the success of our communities, has enabled us to be a part of the statewide discussion.

I know that often we feel surveyed to death, but for each survey we complete, we contribute to a bigger and better context for public libraries in America. I am grateful to my colleagues that participate each year in this research. Your efforts are enabling us to have the data we need to learn, communicate, grow, and continue to plan for the future.

—Stacey A. Aldrich, acting state librarian of California

service, just when libraries are needed most.

There is no silver bullet to addressing the stresses libraries face, but being informed and ready to communicate the value of your public library is essential.

What we know: Libraries are at their capacity for public access technology much of the day; 80% of libraries do not have enough computers some or all of the time, and 60% do not have adequate internet speeds to meet demand some or all of the time. The disparity in connection speeds between urban libraries and their rural counterparts is pronounced. Rural libraries are more than four times as likely to have lower than T-1 (1.5 Mbps) access speeds as urban libraries, and twice as likely as suburban libraries.

If we dig a little more deeply by population-served ranges, the broadband story gets even more interesting (Figure 1):

- T-1 is the predominant access speed, regardless of size of community served by a public library. This goes a long way in explaining how it is that rural libraries, which are far more likely to have slower access speeds, still have greater internet sufficiency than their urban counterparts supporting more computers and larger populations.

- Libraries serving more than 500,000 residents are the least likely to report speeds ranging from 1.6 Mbps to 6 Mbps, before leaping over their counterparts to speeds above 6.1 Mbps.

Wireless access in public libraries continues to grow, increasing from about 54% in 2007 to 76.4% in 2009. Even libraries in our smallest communities are utilizing this technology option to increase access for their patrons. Unfortunately, 64% of rural libraries reported supporting wireless and dedicated internet access on the same telecommunications network, rather than separating them

FIGURE 1: PERCENTAGE LIBRARIES REPORTING BROADBAND SPEEDS BY POPULATION SERVED RANGE, 2009

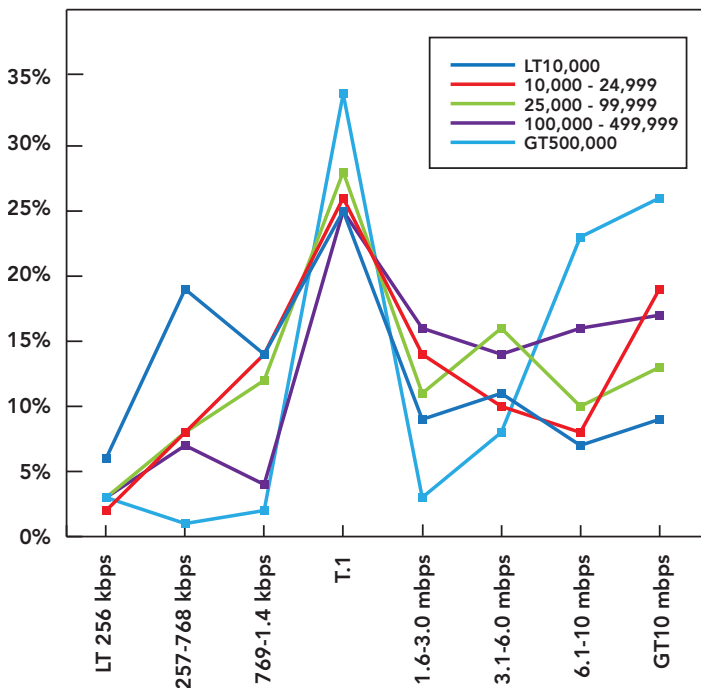
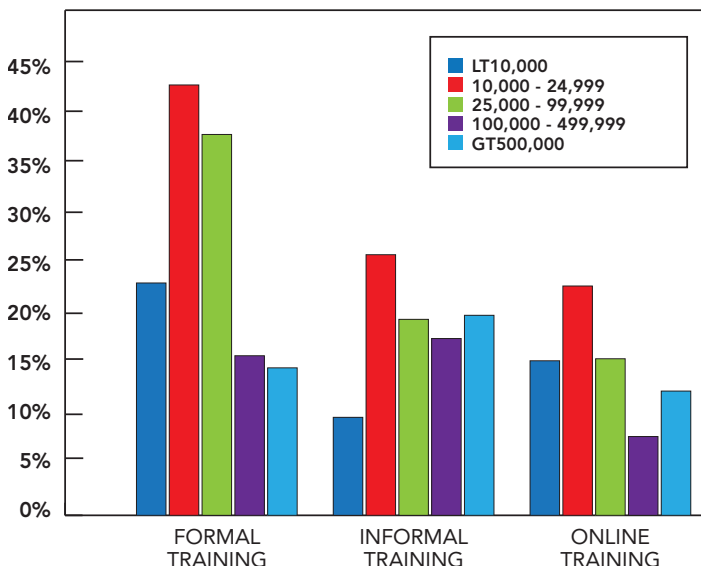


FIGURE 2: PERCENTAGE OFFERING TECHNOLOGY TRAINING BY POPULATION SERVED RANGES, 2009



or using bandwidth-management techniques. While the library gains capacity to serve those with wireless devices, it increases congestion on its internet thoroughfare.

What this means: The internet has made libraries more, not less, relevant. Libraries serve as community technology centers for millions of Americans every day, and investments are needed to ensure these resources are available when they are needed. At the same time, however, new models for deploying and managing technology are needed.

As patrons rely more heavily on technology to access core library services, libraries have an opportunity to assess network access strategies and increase partnerships to improve the patron experience. Public libraries should be included in community-wide discussions of how to leverage broadband and computer access to support digital inclusion and economic development.

What we know: Library staff play a vital role in helping people become successful technology users: 35% of libraries offer formal technology training classes, and another 53% offer information point-of-use assistance (Figure 2). While urban libraries are far more likely to offer classes (52.5% compared with 24% for rural libraries), public libraries

in smaller communities are more likely to provide informal (point-of-use) and online training than their larger counterparts and may be the only source for such training in their regions.

What this means: Public libraries are both an access point and a learning center for many Americans who need training on how to use computers and navigate the internet. Library staffing must be maintained to help people upgrade technology skills.

What we know: Nine services have been tracked annually between 2007 and 2009 along with the differences between libraries in the smallest and largest communities providing these services in 2009 (Figure 3). Remaining at the top of the services list are licensed databases, homework resources, and audio content. However, the disparity in availability of these services in the smallest communities versus the largest is, for some services, more than 60%. For instance, access to statewide databases is available in many communities, yet some libraries reported no availability in their library.

What this means: Statewide resources may not be reaching everyone equally through public libraries. Also, libraries are investing in a range of

internet services, and connecting these services with the role of the public library in supporting lifelong learning, job seeking, and access to government information can help decision-makers understand the need to fund these resources.

Conclusions

The economic balancing act libraries face in the next few years will be perhaps their greatest challenge in decades. It is critical that technology maintenance and improvement aren't ignored—and that we communicate as effectively about the necessity for technology as we do about books. Key messages:

- Libraries are first-responders in this economic crisis—connecting people to vital job and government services online.
- Funding declines have the potential to reverse the advances in public computing on which our communities have come to depend.
- It's a win-win when libraries collaborate with other libraries, education organizations, and other local government agencies to deploy and maintain technology infrastructure, including bandwidth.

From our largest to smallest communities, libraries face diverse challenges and yet are uniquely positioned to assist patrons online with hardware, internet access, trained staff, and a physical space open to all.

FIGURE 3: INTERNET SERVICES, 2009

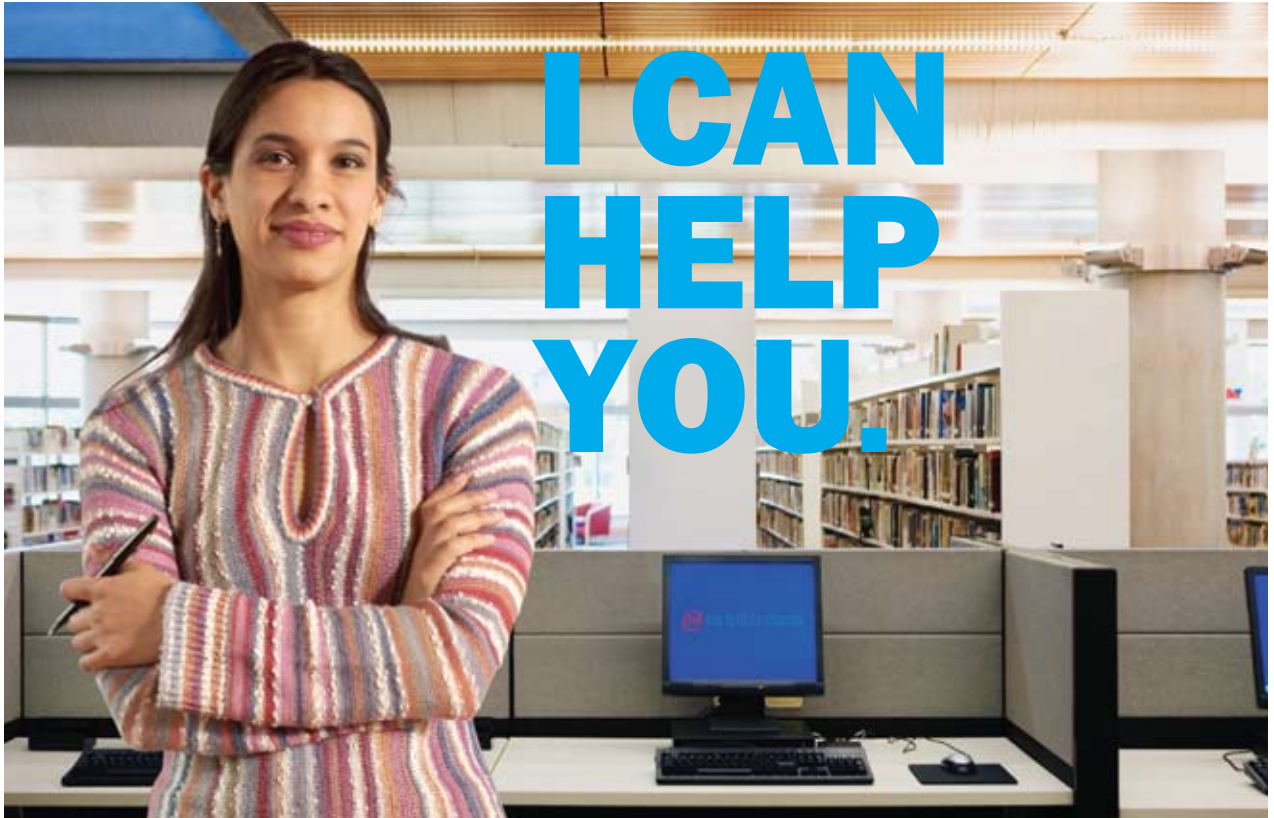
	LESS THAN 10,000 POPULATION	GREATER THAN 500,000 POPULATION	NATIONAL AVERAGE
Licensed databases	77.7%	94.7%	89.6%
Homework resources	75.1%	93.2%	79.6%
Audio content	66.8%	92.9%	72.9%
Digital/Virtual reference	52.7%	89.9%	62.4%
E-books	36.6%	100%	55.4%
Video content	50.2%	69.2%	51.4%
Online instruction	43.3%	65.0%	43.3%
Digitized special collections	25.1%	68.8%	36.1%
Video conferencing	9.1%	15.6%	6.1%

About the study:

Libraries Connect Communities 3: Public Library Funding and Technology Access Study (PLFTAS) (www.ala.org/plinternetfunding) is the basis for this article and marks the third year of the study, funded by the Bill and Melinda Gates Foundation and the American Library Association. It continues the research of previous surveys conducted by John Carlo Bertot and Charles R. McClure, with others, since 1994. ■

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Currents

■ **Naresh Agarwal** is a new assistant professor at the Simmons College Graduate School of Library and Information Science in Boston.

■ **Beverly Allen** has joined Colorado State University at Pueblo as university archivist and records manager.

■ **Nancy Alsop** retired September 1 as public library consultant for Viking Library System in Fergus Falls, Minnesota.

■ Lyasis in Philadelphia appointed **Dee Anderson** director of information technology effective August 24.

■ **Shawn Averkamp** has joined the University of Alabama in Tuscaloosa as metadata librarian.

■ In July **Bernadette Brinkman** became director

of Penfield (N.Y.) Public Library.

■ **Mary F. Casserly** has been promoted to dean and director of libraries at University at Albany, State University of New York.

■ July 6 **Heidi Cava** became outreach librarian at East Central Regional Library in Cambridge, Minnesota.

■ **John Fox Cory** has retired as assistant director of Cranston (R.I.) Public Library.

■ October 26 **Susan A. Currie** started as director of Tompkins County (N.Y.) Public Library.

■ Lyasis has appointed **Robin Dale** director of digital services.

■ **Erin Gordon** has been named information technology librarian and liaison to the natural



Martin Halbert



Louis Morgan



Shawna Thorup



J. Robert Verbesey

sciences and mathematics at Hollins University's Wyndham Robertson Library in Roanoke, Virginia.

■ Rio Hondo College Library in Whittier, California, has appointed **Kathleen Gustafson** dean of library and student learning support.

■ October 1 **Martin Halbert** became dean of the University of North Texas libraries in Denton and associate professor in the university's Department of Library and Information Sciences.

■ **Pat Harrison**, assistant director at Kirkendall Public Library in Ankeny, Iowa, retired in June.

■ **Denise Hooks** assumed the duties of director for the Mideastern Michigan Library Cooperative in Flint October 1.

■ **Tom Johnson** is the new head librarian at Los Angeles Public Library's Fremont branch.

■ **Mary Wilkins Jordan** has joined Simmons College Graduate School of Library and Information Science in Boston as assistant professor.

■ June 30 **Donna McLendon** retired as children's services coor-

dinator at Meridian/Lauderdale County (Miss.) Public Library.

■ **Roger Mendel** retired as director of the Mideastern Michigan Library Cooperative in Flint September 30.

■ **Louis Morgan** has been promoted to assistant professor and librarian for public service and learning at Lee University in Cleveland, Tennessee.

■ September 14 **Ann Osbon** became assistant director of Cranston (R.I.) Public Library.

■ **Susan Quinn** was recently named director of Ocean County (N.J.) Library.

■ **Marion T. Reid** has retired as dean of the library and assistant to the president for special projects at California State University San Marcos.

■ In September **Dolores Sampedro** retired as technical services librarian at Forsyth County (N.C.) Public Library.

■ September 30 **Janet Steiner** retired as director of Tompkins County (N.Y.) Public Library.

■ **Michael Stephens** has been appointed visiting scholar at CAVAL, a

CITED

■ **Marcia Learned Au**, director of Evansville (Ind.) Vanderburgh Public Library, was recently named a Distinguished Hoosier by Governor Mitch Daniels.

■ **Anne Mintz**, author and former professor at Columbia University School of Library Service in New York City, has received the Special Libraries Association's Professional Award.

■ Lee University librarian **Louis Morgan** has received the Outstanding Graduate award from Regent University in Virginia Beach, Virginia.

■ The Friends of the Richland County (S.C.) Public Library has honored Deputy Director **Helen Ann Rawlinson** with the Lucy Hampton Bostick Award.

not-for-profit library services company in Bundoora, Australia.

■ **Shawna Thorup** has been selected as executive director at Fayetteville (Ark.) Public Library.

■ The Southwest Florida Library Network in Fort Myers has named **J. Robert Verbesey** executive director.

■ **Katherine Wisser** has joined the Simmons College Graduate School of Library and Information Science in Boston as assistant professor.

At ALA

■ **Stephanie Book** became manager of communications for the American Association of School Librarians September 14.

■ **Jennifer Brinson** is a new production editor for Production Services, including *American Libraries*.

■ **Erik Cameron** joined the Public Programs Office July 6 as program officer for online applications.

■ **Kathleen Chau**, project manager for the Public Library Association, left ALA August 31.

■ ALA Executive Board Secretariat **Eileen Hardy** left ALA September 10.

■ September 14 **Caroline Jewell** became administrative assistant for the Office for Research and Statistics.

■ **Satia Orange**, director of the Office for Literacy and Outreach Services, retired August 31.

■ **Kimberly Saar**, pro-

OBITUARIES

■ **Marjorie R. Adkins**, 90, retired chief of the Fine Arts and Music Departments at the Chicago Public Library's former Main branch and librarian for the *Chicago Defender* newspaper, died September 16.

■ **Ken Davenport**, consultant for the Northeast Iowa Library Service Area in Waterloo, died September 29 after a long illness. He was a founding member of the Association for Rural and Small Libraries and served on ALA's E-Rate Task Force for more than a decade.

■ **Dan F. Henke**, law librarian and professor of law emeritus at the University of California's Hastings College of the Law in San Francisco, died September 8. He cofounded and served as president of the Western Pacific Chapter of the American Association of Law Libraries, chaired AALL's *Law Library Journal* Committee, and chaired the Law and Political Science Section of ALA's Association of College and Research Libraries.

■ **Carma Leigh**, 104, California state librarian from 1951 until her 1972 retirement, died September 25. She also worked at public libraries in Berkeley, Watsonville, Orange County, and San Bernardino, California, and as Washington state librarian. In 1952, she was an ALA cultural envoy to West Germany as part of the post-World War II reconstruction effort. On a national level, Leigh lobbied for passage of the first Library Services Act and for reauthorization of the Library Ser-



vices and Construction Act. She served as California Library Association president in 1955.

■ **Robert W. Oram**, 87, director of Central University Libraries at Southern Methodist University in Dallas from 1979 to 1989, died July 24. He began his career at the University of Missouri and also worked at the University of Illinois at Urbana-Champaign as circulation librarian, associate university librarian, and acting university librarian.

■ **Virginia F. Saunders**, 82, who worked for the Government Printing Office for 63 years and had primary responsibility for the U.S. Congressional Serial Set, died June 19.

■ **Robert F. Skinder**, 66, science librarian at the University of South Carolina's Thomas Cooper Library from 1996 to 2008, died September 5. He previously served as librarian at the Federal Aviation Administration Library in Washington, D.C.; Walter Reed Army Institute for Research in Silver Spring, Maryland; and the Johns Hopkins University Applied Physics Laboratory in Laurel, Maryland.

■ **Marjorie Gray Wynne**, 92, rare books librarian at Yale University in New Haven, Connecticut, for 45 years, died April 5. She cofounded the Association of College and Research Libraries' Rare Books and Manuscripts Section in 1958, and chaired the section in 1978. Wynne was also a member of the Grolier Club in New York and the International Association of Bibliophiles.

duction editor for Publishing Technology, left ALA September 3.

■ Public Library Associa-

tion Executive Director **Greta Southard** left ALA August 31.

■ **Isaac Tufvesson**, com-

munications specialist for the Office for Literacy and Outreach Services, left ALA August 13. ■

Send notices and color photographs for *Currents* to Greg Landgraf, glandgraf@ala.org.

Redeeming Our Relevance

Let's help teens answer questions they care about

by Jennifer Burek Pierce

A friend and I have an ongoing disagreement about teens and libraries, which runs something like this: I notice the latest study showing that adolescents don't turn to libraries to meet their information needs, and I utter dismayed comments about all the wonderful resources intended for younger library users. My friend begs to differ, usually asserting that teens' truly pressing questions—of

the variety of “Am I normal?” and “How do I get a date?”—aren't what libraries are really prepared to answer.

Novels from *Forever to Rainbow* Boys do tackle such ambiguous and tough questions, but so do contemporary

databases. Increasingly, specialty and general online resources provide what is sometimes referred to as life skills information.

In other words, the current generation of electronic tools does try to address the many sources of adolescent angst, as well as some of the pragmatics of life in U.S. society that immigrant children, particularly those who find themselves serving as translators for older relatives, may not yet have experienced. E-resources that serve these needs

include Rosen Publishing's Teen Health and Wellness and World Book's Online Reference Center and Discover collections.

Teen Health and Wellness has been garnering kudos since the database's unveiling in early 2007. An examination shows why it wins both praise and awards: Rich, authoritative information in accessible English—matched to teen perspectives—creates a simply amazing resource. It contains no-nonsense takes on everything from depression to menstruation, Down syndrome to vegetarianism, carbon footprints to volunteering. The features of the database are numerous and thought-provoking. In addition to expert overviews of a broadly defined range of health and wellness issues, there are “Myths and Facts” and “For Further Reading” lists for each topic; the subject bibliographies include fiction as well as fact-heavy resources, and users can suggest new titles for inclusion.

Go fish

One intriguing feature of each topic is suggested questions, as in “Eight Great Questions to Ask an Adult about Down Syndrome” and “Ten Great Questions to Ask Your Computer Teacher.” Instead of providing answers, Teen Health and Wellness is designed to encourage young people to connect with others in their community who can help them learn and solve problems. Other external options promoted by the database are the many hotlines of outside

agencies, such as the Suicide Hotline and the National AIDS Hotline. Currency is also a strong feature: An entry on homelessness, updated in March, discusses the economic phenomenon of recession, and the H1N1 virus is part of a section on avian flu and pandemics, updated in September.

World Book has had electronic resources for some time now (*AL*, Nov. 2008, p. 60). The company's incorporation of life skills is a newer, yet prominent, endeavor. The front page of its Online Reference Center, for example, contains entry points to topics like computing basics, using credit cards (an entry that can be listened to and translated into 14 different languages, including Chinese and Arabic), and creating résumés. Health insurance and medical care are also among the topics covered. In addition to the terminology explained in each entry, words are linked to World Book's online dictionary, so that fuller denotations appear in pop-up windows when users double-click on specialty terms.

If my friend is right, and teens think libraries can't answer the questions they really want answered, we should be including and promoting these resources in our collections. It is readily evident that these are materials born of a passionate conviction that teens deserve answers. ■

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.



Novels from *Forever to Rainbow*

Boys do tackle ambiguous and tough questions, but so do contemporary databases.

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Language-wise

by Mary Ellen Quinn

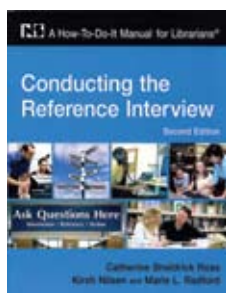
When the first edition of *Garner's Modern American Usage* was published in 1998, it quickly became a standard guide. The third edition continues to hack through the thickets of grammar, word choice, punctuation, and pronunciation. If it's unclear to you whether *home in* or *hone in* is correct, or you are certain that *im-pact* is not really a verb ("Reserve impact for noun uses and impacted for wisdom teeth."), or you're bemused by the use of "I could care less" by people who mean the opposite,

Those of us with experience on a reference desk know that a seemingly simple question often requires much more than a simple answer. In *Conduct-*



If you're bemused by the use of "I could care less" by people who mean the opposite, *Garner* will both resolve your doubts and validate your convictions.

really looking for and dealing with "special contexts" such as children and English-language learners are accompanied



ing the Reference Interview, Catherine Sheldrick Ross, Kirsti Nilsen, and Marie L. Radford bring together the latest research on reference transactions and turn it into a practical guide. Useful chapters on determining what a patron is

by expanded coverage of virtual reference and readers' advisory. This would be an excellent manual for personal development as well as for training. Indexed. 225p. PBK. \$75 from Neal-Schuman (978-1-55570-655-5)

Although Kay Ann Cassell and Uma Hiremath devote a chapter to the reference interview in *Reference*



doubts and validate your convictions. New to this edition is a "Language Change Index," which measures five stages of change, from the emergence of a new form that is generally considered a mis-

take, to universal acceptance; *hone in* for *home in* is currently at stage three. A boon to everyone who still thinks correct usage matters. Indexed. 942p. \$45 from Oxford University Press (978-019-538275-4)

Reflecting on Reference

Two very useful texts for reference librarians are now available in second editions.

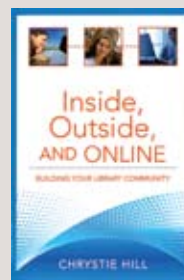
NEW FROM ALA

Here are two titles designed to help libraries—in particular public libraries—enhance and communicate value.

In *Inside, Outside, and Online: Building Your Library Community*, Chrystie Hill provides a theoretical framework and model for libraries to build communities by doing a better job of connecting outside the library and online. Each step in this transformation, from "assess" to "sustain," is supported by reports from the front lines.

Indexed. 192p. PBK, \$48 (978-0-8389-0987-4)

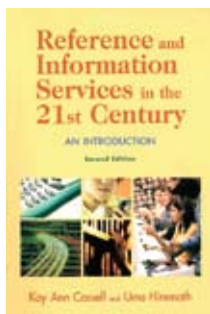
Also bolstered by examples from the field is *The Library PR Handbook: High-Impact Communications*. ALA Public Information Office Director Mark R. Gould has assembled a team of experts to offer practical ideas for PR strategies ranging from partnering with schools to hosting cooking programs. Indexed. 113p. PBK, \$48 (978-0-8389-1002-3)



and Information Services in the 21st Century: An Introduction, their emphasis is more on finding. They cover basic search

techniques, and then delve into resource options for answering particular types of questions. They also discuss the development and management of reference collections and services. In a section on "special topics," Mary K. Chelton contributes chapters on readers' advisory and service to children and young adults. The fact that this second edition comes just three years after the first is an indication of how fast reference is changing.

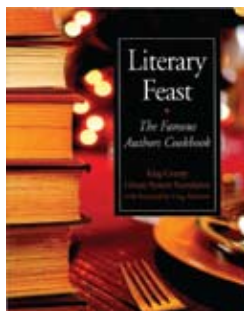
Indexed. 367p. PBK.\$69.95 from Neal-Schuman (978-1-55570-655-5)



What's Cooking?

Julia Child, move over—the King County (Wash.) Library Foundation has served up a collection called *Literary Feast: The Famous Authors Cookbook*. Among the recipes are an eggplant Parmesan from David Baldacci, a fruit cake from Alexander McCall Smith, and an Italian sponge cake from Adriana Trigiani. And let's not forget Nancy Pearl's drop scones. Accompanying each recipe is a brief author profile and list of published works. Sometimes there is also back-

story about the recipe. Many of the recipes have a regional flavor, since most of the authors hail from the Pacific Northwest. *Bon appetit!* 193p. PBK. \$22.95 from Classic Day Publishing (978-1-59849-066-4) ■



MARY ELLEN QUINN is editor of ALA Booklist's Reference Books Bulletin.

ROUSING READS

BOUCHERCON

After nearly three decades of attending conferences of one kind or another, I no longer look forward to them with the enthusiasm I once felt. Sure, there's always the opportunity to meet friends and do necessary business, but there's also the fatigue that hits by about midpoint of the show and lasts for several days after it's over. Even thinking about going to another conference makes me tired—except Bouchercon, that is. Named after legendary *New York Times* mystery reviewer Anthony Boucher, Bouchercon (more formally, the World Mystery Convention) is held annually and brings together a remarkable array of mystery authors and their fans at various venues across the country and abroad. The latest Bouchercon was held in Indianapolis in October, and I was there—stargazing, book-collecting, and panel-hopping with reckless abandon.

What makes a "con" different from a conference, at least in the publishing and library worlds, is the focus: not bringing professionals together to do business, but bringing fans and authors together to rub shoulders. The ratio of fans to authors at last weekend's Bouchercon felt like one to one. Whenever you rode in an elevator, it seemed like you were surrounded by mystery writers. For unabashed fans like me, just reading name tags was a thrill: "Wow! Is that John Lutz? I've always loved his stuff. Wonder why he stopped writing his Fred Carver mysteries? Too bad I don't have the nerve to ask him."

After my *Booklist* colleague Keir Graff and I had dispensed with our professional obligations—presenting a panel called "Inside *Booklist*," which drew about 100 authors, publishers, and librarians interested in hearing about the reviewing process—we were free to indulge our inner fan. What did I learn in two days of listening to panels and chatting with fans and authors? At a panel called "Changing Gears," in which authors talked about the attractions and difficulties of switching genres, I confirmed yet again that the trend of adult mystery writers taking a run at YA fiction continues unabated. Add Laurie R. King and C. J. Box to the long list of popular crime novelists making side trips to YA-land.

I also confirmed what I'd long suspected about Loren D. Estleman, author of mysteries, westerns, and historical fiction: He is as thoroughly engaging a speaker as he is a writer. Although he's written more than 80 novels, all more or less genre fare, he describes himself as a "recovering intellectual." What's that mean? Every now and then, he thinks to himself, "Surely it can't hurt to read just a single paragraph of Emerson? I know I can stop anytime. Then, a month later, I wake up in Mexico with a full beard."

I also learned that Michael Connelly plays golf (as a mystery-reading golfer, this pleased me immensely) and that Megan Abbott, author of several cut-to-the-bone historical noirs, is afraid to say the f-word in front of her parents, who were present at their daughter's panel on "The Dark Side of the Fair Sex." That was a disappointment, but Abbott's fellow panelists, Chelsea Cain and Sophie Littlefield, whose parents weren't there, more than made up for it.



BILL OTT is the editor and publisher of ALA's *Booklist*.

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www.e-imagedata.com

The **ScanPro 2000 microfilm scanner** from e-Image Data now features the Word-Search technology, which allows users to search for keywords on any type of microform automatically. The software highlights any matches for specified words on the viewing screen.



www.toptrumps.com

Top Trumps is an **educational card game** based on the card game War. Each card has a different element with facts and statistics about it; players compare statistics to do battle and attempt to win the entire deck. Many decks are available, covering topics including animals, sports, entertainment, and history, as well as special editions that support summer reading programs.



www.liblime.com

LibLime has launched **Koha Express**, a **hosted, subscription-based ILS** intended for small libraries. The \$299 annual subscription runs the current Koha release, distributed via LibLime's cloud computing platform. Features include a completely browser-based interface, automatic backups, support for library standards including Z39.50 and MARC21, and free community support mailing lists and IRC.

To have a new product considered for this section, contact Brian Searles at bsearles@ala.org.

>>>

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CASE STUDY

IMPROVED CIRCULATION IS VISTA'S DESTINY

Vista (Calif.) Unified School District was struggling with two disparate library systems: an older, client-server system that maintained the catalog for elementary schools in the district, and site-based textbook management programs used in the middle and high schools.

The district wanted to create a single system to manage both libraries and textbooks. It also had plans to transfer 300,000 MARC records and more than 60,000 textbook records in the middle of the school year, and additional goals included increasing the use of library resources by students and staff and enabling the sharing of library resources districtwide.

The district implemented Destiny Library Manager throughout its schools in 2006 and Destiny Textbook Manager in middle and high schools. The web-based system offered an integrated approach to library and textbook management and also made it possible for



The Destiny Quest search tool, available as part of Destiny Library Manager.

staff and students to access library information, including book cover images, from the classroom or from home. The district added Lexile data to records to help teachers locate materials at appropriate reading levels for struggling students, and the system also supports the district's Accelerated Reader program.

After the installation of the Destiny system, elementary libraries circulated 11,000 more books, despite a drop in enrollment. Teachers and staff increased their borrowing as well and were able to borrow classroom sets of books without buying them on their own. The textbook record transfer also took place flawlessly, with no data loss.

"We really didn't anticipate that the ease of use for the patrons would make it such a viable product for us," said Linda Goodballet, coordinator of instructional media services. "It's very easy to show the teachers how to use it, it's very easy to get the students to use it."

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Print Deadline

November 5th for the December issue, which mails November 24. Ads received after the 5th will be published as space permits through November 13.

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.

Consultants or Classifieds

"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.

Billing

Payment Terms: Visa, MasterCard, or American Express. If pre-approved, net 30 from invoice date. Invoice and tearsheet mailed to the advertiser following publication. Cost of ad furnished upon request.

Regional salary guide

Listed below are the latest minimum starting salary figures recommended by 19 state library associations for professional library posts in these states. The recommendations are advisory only, and ALA has not adopted recommendations for minimum salaries. Leads advises job seekers and employers in these states to consider the recommended minimums when evaluating professional vacancies. For additional information on librarian salaries, contact ALA Office for Human Resource Development and Recruitment.

Connecticut.....	\$40,158
Illinois.....	\$47,235.60
Indiana.....	varies*
Louisiana.....	\$26,000
Maine.....	varies*
Massachusetts.....	\$45,107*
New Jersey.....	\$45,787

North Carolina.....	\$32,432
Ohio.....	\$25,198**
Pennsylvania.....	\$33,748*
Rhode Island.....	\$29,800
South Carolina.....	\$2,778*
South Dakota.....	\$30,554
Texas.....	\$37,000
Vermont.....	\$33,025
Wisconsin.....	\$32,700

*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. Before applying for a library post in one of these states, Leads recommends that job seekers contact the state association for minimum salary information.

**These recommendations apply only to public librarians.

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Director of Library Services

The College of the Holy Cross is seeking a Director of Library Services. The Director is responsible for the administration and planning of all College library operations and reports to the Vice President for Academic Affairs. He or she supervises the College's four libraries, the College Archives, the Educational Technology Group, and the staff at the nearby Worcester Art Museum Library. Duties include the hiring and supervision of approximately 35 FTE staff and support of their professional development. The Director is also responsible for the preparation, submission, justification, and expenditure of the total library budget of approximately \$3.6 million. The Director sits on appropriate College-wide committees, participates in local, regional, and professional organizations, and represents the College at professional conferences.

The successful candidate will play a central role in the College's ongoing, collaborative effort to articulate and implement a vision of the role of library services within the contemporary undergraduate liberal arts college-how such services can best support student learning as well as the research of both students and faculty. The new Director will be an energetic and resourceful professional with proven management and strategic planning skills. He or she will lead the College in its continuing efforts to integrate state-of-the-art technology and methods of scholarly communication into the traditional library environment of a liberal arts college. The Director will serve as an articulate representative of the College and its libraries both within the College and to relevant external communities.

Candidates must hold at least a masters degree in Library Science from an ALA-accredited institution. A diverse academic background as indicated by an advanced degree in a second subject is strongly preferred. Candidates should be accomplished professionals with seven or more years of successful administrative experience in an academic library. They must possess effective written and oral communication skills and a proven ability to manage both a staff of thoughtful professionals and a complex budget.

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<http://holycross.interviewexchange.com/candapply.jsp?JOBID=15498&>. Inquiries may be directed to **Professor James M. Kee, Chair of the Search Committee**, at jkee@holycross.edu or (508) 793-2692. Review of applications will begin immediately and proceed until the position is filled.

The College of the Holy Cross is a highly selective Catholic liberal arts college in the Jesuit tradition. It enrolls about 2,700 students and is located in a medium-sized city 45 miles west of Boston. Holy Cross belongs to the Colleges of Worcester Consortium (<http://www.cowc.org>) and the New England Higher Education Recruitment Consortium (http://www.newenglandherc.org/c/job.cfm?site_id=660&sort=date_&t2213=45043&jb=6058738).



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Retiring the Golden Years

Even the dinosaurs had to step aside eventually

by Will Manley

The last thing you want to hear is that times are tough. You're living it. You don't need to be reminded. Hours are being cut back, book budgets are being slashed, and librarians are being laid off.

The personnel cuts are the ones that create the most fear and pain. As I talk to librarians at conferences and meetings, I pick up a subtle but strong undercurrent of resentment from younger librarians toward those colleagues who are eligible for retirement but who have given no signs of even considering it. They won't come right out and say that Bertha the cataloging curmudgeon, who is as obsolete as the card catalog to which she devoted most of her career, should step aside and make room for a younger, more innovative person, but you know that they are thinking it.

In tough times, the reality is that the most protected workers are the ones with the most tenure. If Bertha

would retire, a younger colleague might be spared a layoff. But Bertha wants to stay put. She hates change. If it were up to her, the card catalog would never have been taken away.

Retirement is a tricky concept. You can't force a person to retire. The more you push, the harder the employee can push back. Lawyers are making big money on age discrimination lawsuits. But people who resist retirement often do retire—on the job. That creates even more resentment among younger workers.

You might consider retirement if you remember doing some of the following things in your career: 1) reading *Wilson Library Bulletin* every month, 2) using a typewriter to produce catalog cards, 3) processing punch cards, 4) wielding a date due stamp, 5) gluing pockets into books, 6) saying "libraries will never be able to afford computers," 7) identifying yourself as an original cataloger, 8) looking up a line of poetry in *Granger's*, 9) starting an 8-track tape collection, 10) threading super-8-millimeter film loops into a projector, 11) cranking out staff memos on a ditto machine, 12) reminiscing about the tactile pleasures of using a card catalog, 13)

putting newspapers onto bamboo rods section by section, 14) working in a library equipped with window air conditioners, 15) calling the photocopier "a newfangled machine," 16) debating whether paperbacks were sturdy enough for library use, 17) using a

library parking lot with no handicapped spaces, 18) asking a job applicant if she was married with children, 19) jus-

tifying a lower salary for a colleague because her husband has a good job, 20) keeping sex-ed books behind the circulation desk on a shelf hidden by chintz curtains, or 21) watching a colleague being forced into retirement because of a personnel policy making 65 the mandatory retirement age.

Two years ago, I realized I had done 17 of those 21 things and I knew that I was officially a dinosaur. For me the choice between working and living a life of leisure was a no-brainer. I was made for retirement.

But some librarians aren't. They would rather help their patrons plan a trip to Hawaii than go there themselves. They would rather shelve books on golf than play golf. They would rather catalog the latest bestseller than read it. They would rather endure problem patrons than *be* one.

Go figure. ■

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.

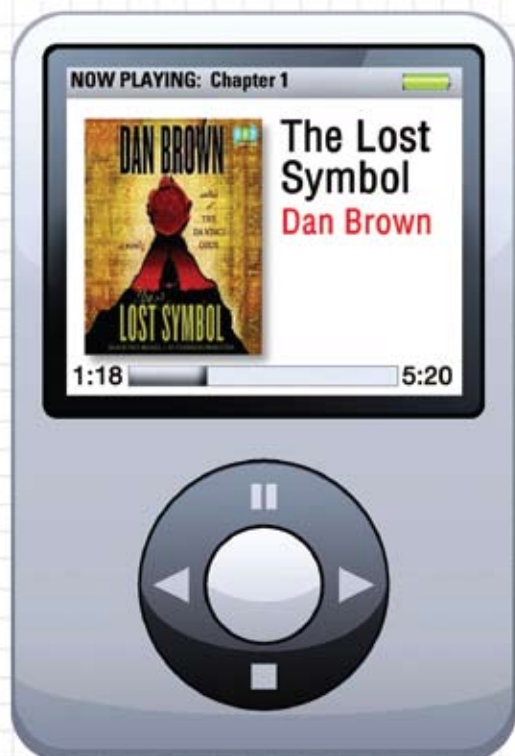


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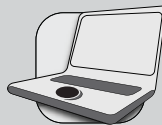
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