

lib^oamerican^o libraries

AUGUST 2010

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

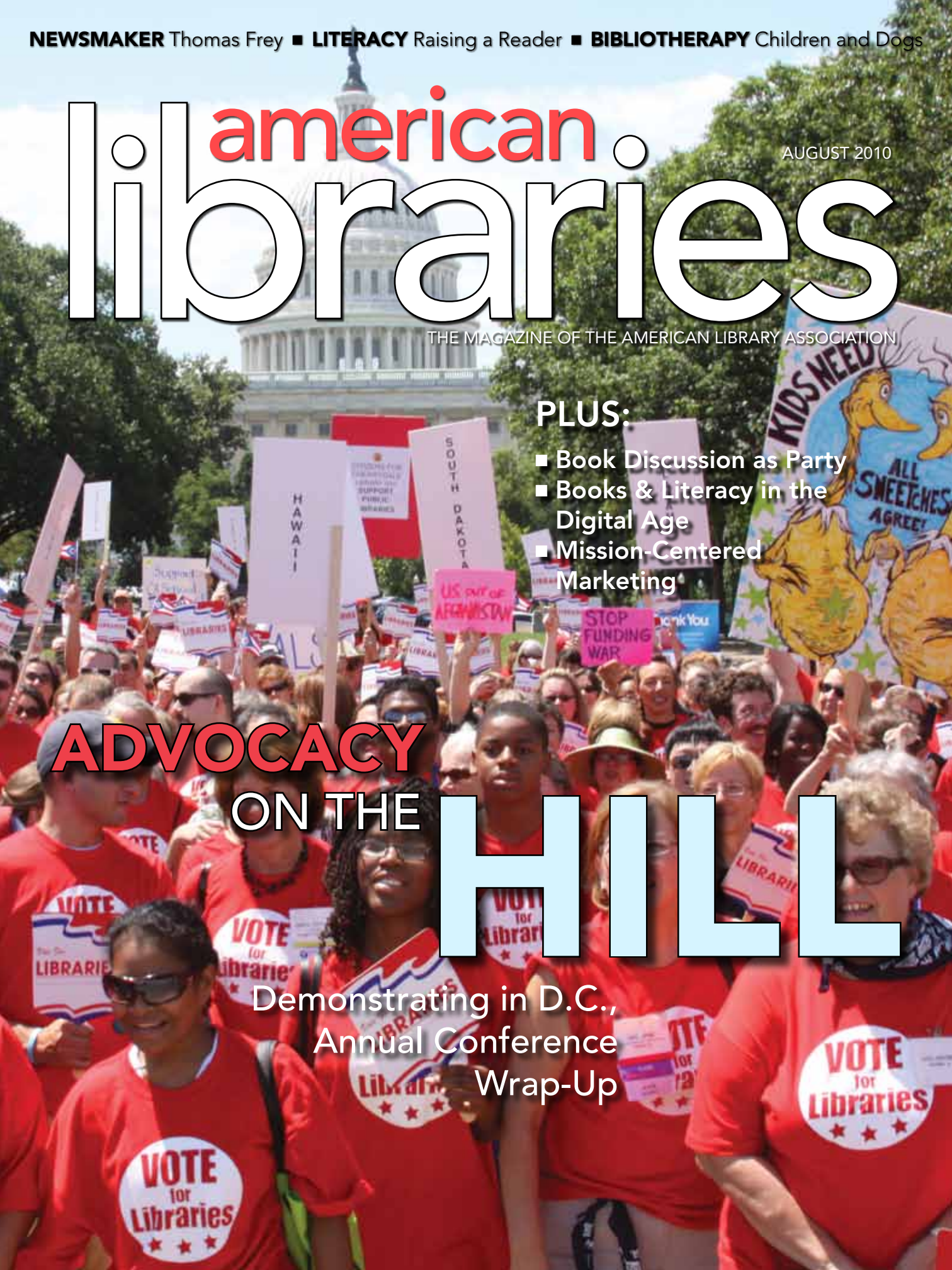
PLUS:

- Book Discussion as Party
- Books & Literacy in the Digital Age
- Mission-Centered Marketing

ADVOCACY ON THE

HILL

Demonstrating in D.C.,
Annual Conference
Wrap-Up



Hello, My Name is *Library Relations*

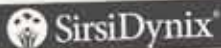


Berit Nelson, MLS
Vice President, Library Relations
SirsiDynix staff since 1999

For Berit Nelson, the pursuit of library science began on the path to law school when she talked to a law librarian and found herself drawn to the information side of the industry. Perhaps serendipitously—we like to think so—her plans detoured once again in the library science program when she found herself gravitating more toward the automation and programming courses.

The rest was history, and she's been bridging specialties every since, translating library needs into SirsiDynix action items to improve the way libraries function.

"Our job with customers is so interactive—working with them to find smarter, more creative ways to serve their communities. I find it very fulfilling."



As an integral part of the dedicated SirsiDynix library relations team, Berit works to develop relationships with SirsiDynix libraries, understand their needs—common and uncommon alike—and connect SirsiDynix resources to fill in the gaps. It is this committed, ongoing conversation that produces the industry-leading solutions more than 20,000 library facilities worldwide rely on every day.



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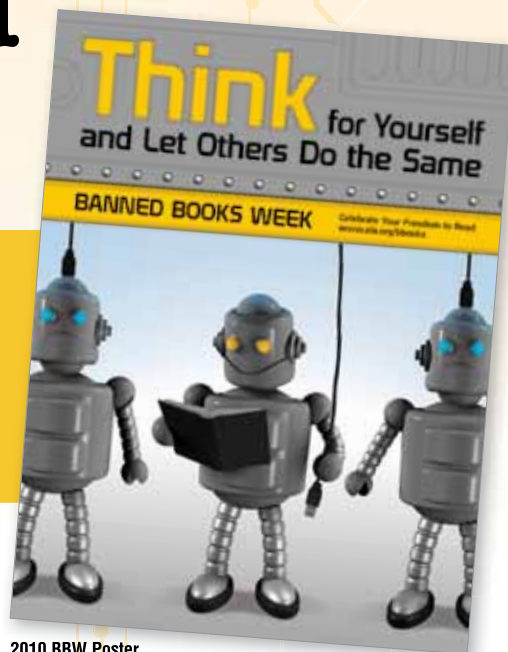
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Celebrate Banned Books Week

September 25-October 2, 2010

Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted bannings of books across the United States.

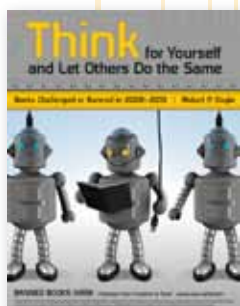
For more information about Banned Books Week, please visit www.ala.org/bbooks.



2010 BBW Poster



Banned Books:
2010 Resource Guide



List of Banned Books 2009



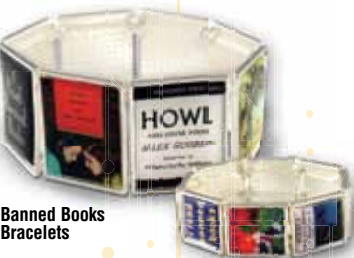
I Read Banned Books Button



front

back

2010 BBW Bookmark



Banned Books
Bracelets



2010 BBW Button



I Read Banned Books
Tote Bag



Back

2010 BBW T-Shirt
Ice Gray

Front

Banned Books Week Set 1

Set includes:

- 1 poster
- 1 bookmark pack
- 5 buttons
- 1 List of Banned Books

Banned Books Week Set 2

Set includes:

- 1 poster
- 2 bookmark packs
- 10 buttons
- 1 List of Banned Books

Banned Books Week Set 3

Set includes:

- 1 poster
- 1 bookmark pack
- 5 buttons
- 1 List of Banned Books
- 1 Banned Books 2010 Resource Guide

Banned Books Week 2010 Bookmark Set

Set includes:

5 packs, 100/pack



Purchase these Banned Books Week products and more at www.alastore.ala.org/bbw



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Banned Books Week is sponsored by the American Booksellers Association; American Booksellers Foundation for Free Expression; the American Library Association; American Society of Journalists and Authors; Association of American Publishers; and the National Association of College Stores. It is endorsed by the Center for the Book in the Library of Congress.



Unnecessary Choices by Leonard Kniffel

Members of the American Library Association have been talking a lot about books these days, the future of the book as a delivery mechanism, as opposed to a quaint artifact. Readers of *American Libraries* have responded by writing some provocative articles about the future of the book in a digital age.

What is often puzzling about these discussions is the assumption that we are being forced to choose between books and digital media—and that we must do it now. But we have also gone through a century of evolving media—movies, radio, television—none of which died as another was born. What they did was, well, evolve, find new niches, and create educational, interesting, and entertaining content that people wanted and needed.

Ralph Raab, a teacher of music, computers, and study skills for 20 years, argues in “Books and Literacy in the Digital Age” that you have to be literate

to use the internet effectively and be able to do the kind of extended, focused reading that books make easy and enjoyable—once you’ve learned how.

In “Party On! at Your Book Discussions,”

Alan Jacobson, who teaches computer

classes and leads film and book discussions, reinforces the notion that millions of people find reading books a thoroughly enjoyable pursuit that should lead not just to discussion but to celebration!

In their article “Up, Up, and Away: A Bird’s Eye View of Mission Marketing,” Donald Dyal and Kaley Daniel observe that “libraries must test their steel with legions of entertainment and information-gathering competitors, and unfortunately many show up in the battle line with marketing strategies borrowed from George Armstrong Custer’s playbook at Little Big Horn.” They are here to change that.

In Trends, librarian Anna Hartman talks about the Read to Your Breed program at her library, which pairs reading-challenged kids with a lovable pooch that likes to listen. Alicia Santamaria explains how Raising a Reader programs connect early literacy skills with school success, delighting children in libraries every day with books, library cards, and book bags. Rocco Staino of the New York Library Association reports on an evening of discussion about censorship with some playwrights who’ve experienced it, including Edward Albee and Terrence McNally. AL Associate Editor Sean Fitzpatrick takes a look at ProQuest’s new platform, and Senior Editor Beverly Goldberg takes stock of the financial situation as many libraries reach the end of FY2010. And just for contrast, consultant Ashleigh Wayland talks about how Loyola University Chicago’s bookless, all-digital Information Commons reduces energy consumption while serving as a popular social and study destination for students.

Rounding out the August issue is an overview of the June ALA Annual Conference in Washington, D.C., with emphasis on the spectacular advocacy rally for libraries on the Hill. Read more online at americanlibrariesmagazine.org. ■

Millions of people find
reading books a thoroughly
enjoyable pursuit.

american libraries

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50 E. Huron St., Chicago, IL 60611
americanlibrariesmagazine.org
e-mail americanlibraries@ala.org
toll free 800-545-2433 plus extension
local 312-944-6780 • fax 312-440-0901
online career classified ads: JobLIST.ala.org

editor and publisher

Leonard Kniffel • lnkniffel@ala.org • x4215

senior editor

Beverly Goldberg • bgoldberg@ala.org • x4217

associate editor

Pamela A. Goodes • pgoodes@ala.org • x4218

american libraries direct editor

George M. Eberhart • geberhart@ala.org • x4212

american libraries focus editor

Greg Landgraf • glandgraf@ala.org • x4216

american libraries website manager

Sean F. Fitzpatrick • sfzpatrick@ala.org • x4219

design and production

production director

Benjamin Segedin

production editors

Jennifer Brinson

Taina Lagodzinski

Carols Orellana

publishing department

associate executive director

Donald Chatham

marketing and sales director

Mary Mackay

publishing technology director

Troy Linker

joblist classified advertising/ad traffic

Katie Bane

rights, permissions, reprints

Mary Jo Bolduc • x5416

columnists

Meredith Farkas, Joseph Janes, Will Manley, Brian

Mathews, Bill Ott, Jennifer Burek Pierce, Mary Ellen Quinn

membership development

director John Chrastka • jchrastka@ala.org

advisory committee

chair Andrew K. Pace, John Sandstrom, Susan Franklin,

Jill Grogg, Paul Signorelli, Jim Teliha; interns Lori Reed,

Kathryn Oberg, Pam Spencer Holley, Guy Lamolinara

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advertising representatives

associate publisher

Brian Searles

bsearles@ala.org • x5282

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ALA 2010 Conference Dashboard AL's Coverage of the ALA Annual Conference was more complete this year than ever before, with content aggregated from all around the Association into one place: americanlibrariesmagazine.org/ala10. In addition to pulling in content from the ALA's Washington Office, the Public Information Office, Programming Librarian, divisions, and *Cognotes*, coverage was crowdsourced. We pulled in your tweets, pictures, YouTube videos, Facebook content, and more.

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INSIDE scoop

Carol Brey-Casiano Tells a Patriot Act Story AL editor George Eberhart blogged about former ALA President Carol Brey-Casiano, who told—for the first time in its entirety, she said—about an experience she described as the worst in her professional career. Shortly after the September 11 attacks in 2001, two men came into the El Paso (Tex.) Public Library where Brey-Casiano was (and still is) director. One man, wearing a white cowboy hat and a huge belt buckle, identified himself as a Texas Ranger. He told her a threat had been sent recently from one of the library computers and demanded to see the sign-up sheets. Brey-Casiano replied that she could not release patron records. . . .

GREEN your library

Shift to Paperless Notices Keeps NYPL Green Laura Bruzas reported that starting August 1, the New York Public Library will cease mailing out hold notices in an effort to help the environment while freeing up funds for additional programs and services and new materials for the library's collection.

PERPETUAL beta

Foursquare Location Layers In Perpetual Beta, Jason Griffey reported that the location-based social networking service has launched a new feature called Location Layers, where users have the ability to opt-in to specific tips/notes/trips. This is a huge opportunity for libraries

Advancing Advocacy

The road to sustaining libraries in the community continues

by Roberta Stevens

During my travels as president-elect, I often spoke about the challenges and opportunities of becoming 21st-century libraries that incorporate new formats, technologies, and ways of learning. By transforming libraries for this new era, we are leaders in a rapidly changing and increasingly global economy that depends on people getting the right information, at the right time, and getting it quickly.

Libraries, freely open to all, are needed now more than ever. There is no other institution as

well-equipped for guiding individuals in the development of skills in critical thinking, problem-solving, and information and technological literacy. This is our time, this is our opportunity.

Simultaneously, we confront a perfect storm of escalating costs, shrinking financial resources, increased demands for service, and surging usage. Our challenge is to keep moving forward—to build and remodel our libraries and ensure that we have them staffed with individuals who blend traditional and technological skills, anticipate change, and fearlessly adapt to address those changes. To do this, we need support.

The foundation of my presidential initiatives is advocacy, ALA's

strategic goal number one. By focusing on advocacy in a variety of forms, I continue the tradition of ALA presidents before me.

Here are three ways that advocacy will be advanced in my presidential year:

Frontline fundraising. Responding to the reduced resources at libraries throughout the nation, frontline fundraising will provide information for all libraries—regardless of size or location—on supplementing their budgets with additional support. A particular focus of this initiative will be how to establish a planned-giving program.

“Why I Need My Library” contest. This initiative is aimed at growing a new generation of library supporters and philanthropists—kids and teens whose YouTube videos will be incorporated into the ilovelibraries.org and atyourlibrary.org websites. The prize money the winners receive will come with the requirement that it be donated to their school or local public library.

“Our Authors, Our Advocates.” Authors are not only the natural allies of libraries, but often celebrities in their own right. As the project manager for the National Book Festival in Washington, D.C., over the past decade, I have personally witnessed the eloquence of America's most creative writers. “Our Authors, Our Advocates” was

launched in June during my inauguration at ALA's Annual Conference in Washington, D.C., with Marie Arana, author and veteran editor of the *Washington Post Book World*; Carmen Agra Deedy, storyteller, children's writer, and recent winner of ALA's Association for Library Service to Children's Pura Belpré Award; Sharon Draper, author of books for teens and winner of multiple Coretta Scott King awards (presented annually by the Coretta Scott King Committee of ALA's Ethnic and Multicultural Information Exchange Round Table); and Brad Meltzer, author of political thrillers.

Their impassioned presentations, along with the public service announcements and interviews taped with them and other authors at the conference, are available for libraries to use in their advocacy programs. In addition to this partnership with America's authors, a “Cultivating Your Local Notables” toolkit will be developed, with information on how to identify and enlist local celebrities as your library's advocates.

During my presidential year, I will be on leave from my position as outreach projects and partnerships officer at the Library of Congress. As ALA president, I will dedicate myself wholeheartedly and unreservedly to representing and advocating for our Association, our libraries, and library staff everywhere. ■

ALA President **ROBERTA STEVENS** is on leave as outreach projects and partnerships officer at the Library of Congress in Washington, D.C. Visit robertastevens.com. E-mail: rstevens@ala.org.



By focusing on advocacy in a variety of forms, I continue the tradition of ALA presidents before me.

Comment Enabled

Serendipity through Browsing

In response to "The Myth of Browsing,"
AL Online, May 19:

In countering the argument about the value of serendipity through browsing, Donald A. Barclay displays a misunderstanding of its purpose and mechanism.

Serendipity is not about discovering the most popular books. On the contrary, it is about finding the unpopular books that would have otherwise gone unnoticed. The popular books are easy to discover through a host of other means; unpopular ones usually are not.

Popular books are easy to discover through a host of other means; unpopular ones usually are not.

Barclay illustrates his contention about the limitations of browsing by taking a book about animals, science, religion, folklore, literature,

and art, and then assuming that the browser is looking for this particular book. If that were the case, a library catalog would be the better way to go.

Browsing isn't about finding specific books, though. It's about finding ideas. Imagine the thrill of a scientist who has never made the connection between animals and humanistic subjects stumbling across this book in the zoology section. This serendipitous discovery would then prompt this researcher to go and explore the BL-BX, GR, P-PZ, or N-NX call ranges.

Barclay's argument that browsing is historically new is also a red herring.

One could just as easily make the argument that scholars are not entitled to database access, because it was historically inaccessible to them until the digital age.

Barclay needs to go back and read Thomas Mann's *A Guide to Library Research Methods* before he starts discrediting research methods. The real issue at stake is balancing the need for a useful, browsable collection with limitations on space and money. This conversation is the one that needs to take place with faculty and students.

Arguments about the relative value of research methods will not only go nowhere with professors, but they will also raise questions about the true research credentials of academic librarians and their ability to make decisions about library collections.

Anthony Vaver
Westborough, Massachusetts

Donald A. Barclay's "The Myth of Browsing" misses two critical points. The first is that the value of browsing physical shelves is not in comparison to library-catalog (or Amazon) searching but in conjunction with it. No one claims that browsing is a substitute for electronic searching. Rather, for many it is a valuable complement.

The second fact to which Barclay's arguments seem oblivious is that academic research is about being exhaustive and about finding the best resources that address narrow topics. The serendipity factor in achieving these ends cannot be underestimated. For many topics, it is exceedingly

difficult to hit on the exact keyword or subject search combinations to identify every conceivable item that may be pertinent to one's research. Many researchers obtain call numbers of books located in catalog or bibliography searching, then find that number in the stacks and begin browsing titles in proximity (even if the range is on a top or bottom row). It is not uncommon for this browsing to yield relevant sources that electronic searching alone misses.

Barclay's argument would have been bolstered with the inclusion of a little research of his own. Have no studies been done of how circulation of a collection is affected when a large chunk of it is moved to a remote location? What about surveys about how students and professors obtain the sources of their research?

Academic librarians may engage in a legitimate debate about whether we gain more than we lose by moving large portions of our collections to make room for more inviting gathering spaces, but it will be more fruitful if both sides recognize that something of value will be lost regardless of which decision is made.

Richard Mott
Jacksonville (Fla.) Public Library

Voter Turnout "Appalling"

I was appalled to read that only 10,256 ALA members voted in the recent Association elections (AL, June/July, p. 26). Considering that ALA has approximately 63,000 members, this means only something like one-sixth of the membership bothered to vote!

Considering the ease of electronic voting and the fact that no postage is needed, this is truly puzzling and disturbing.

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.

Perhaps I'm old-fashioned, but I consider voting to be both a privilege and a responsibility as a good citizen, whether it is voting for candidates for political office or voting for candidates for office in a professional association. Not everyone has the time or inclination to serve as an officer but we all should be able to spare just a few minutes at the computer to vote for the candidates of our choice.

My congratulations to Molly Raphael and James Neal, who were voted in as president-elect and treasurer, respectively. I am proud to say that the candidates of my choice won, in part, thanks to my exercising my right and responsibility as an ALA member.

Tim Dodge
Auburn (Ala.) University

Donations Create Library

I was very pleased to read of Youth Matters columnist Jennifer Burek Pierce's visit to the Eric Carle Museum of Picture Book Art (*AL*, June/July, p. 88).

As someone who has been a Carle supporter from the beginning, a member of the board of trustees for two terms, a curator of two exhibits (Virginia Lee Burton and Tomie dePaola), and a continuing advisor to the Carle, I share her enthusiasm and delight in a museum dedicated to the art of the picture book.

I hope that during the visit she had time to see all three galleries: Eric Carle's recent exhibit "Prints and Papers," Leo Lionni's "Geraldine the Music Mouse," and "Into the Wood: Antonio Frasconi's Art for Children." Each is a treasure in itself.

When she comes again—and I hope she will—she should also explore the Barbara Elleman Research Library next to the Reading Library. As a former *Booklist* editor and creator and initial editor of *Book Links*, I was motivated to gather books on the study of children's literature and the visual arts. It was my pleasure to donate my 1,000-plus collection to the Carle for use by scholars and researchers.

I would like to correct one comment Pierce made in regard to the Reading Library. She stated, "a collection contributed by a major publisher." The Reading Library, which consists of more than 4,500 titles, is supplied by the generosity of all the major children's book publishers as well as several private donors. The Carle is greatly appreciative of their continuing donations.

Again, thank you for your interest in the Carle and for sharing your visit with readers of *American Libraries*.

Barbara Elleman
South Hadley, Massachusetts

What Is Government?

In response to "Drupal: The Change We Need," *AL Online*, (Apr. 28):

In the earliest times, when people formed DIY civic organizations, they had invented a new thing called the city. Then the people collected taxes, appointed leaders, and became the government.

The concept was that they paid taxes and received protection and other services. The idea of paying taxes and receiving nothing in the name of saving the earth is not merely bad science, but also bad government.

Daniel deStefano
Nahant, Massachusetts

Library Changes Inevitable

While I appreciate the President's Message (*AL*, May, p. 6), I think that Camila Alire is unaware of life in a public library.

The new normal that she describes has been a way of life for over a decade. Public libraries would no longer be in existence if they were not open to constant rethinking and re-engineering. Change is inevitable and it has been a way of life for those of us on the front lines serving infants to seniors.

Retraining is not necessary at this time since training is an ongoing, normal procedure. Collection development became collection management a long time ago, combining selection and deselection circuitously for the whole collection. Departments were reorganized, with the reference desk being downsized as technology increased. The library has extended its outreach to the community, with the building becoming a community focal point.

Our challenges are many and they are not just beginning. They have provided opportunities to embrace adaptation for the continuation of the species. In my university business classes, I learned that you should only offer one change at a time. Library employees have dealt with several changes simultaneously. In other words, the new normal may be new in business but is an ongoing practice in public libraries.

Audrey J. Blossic,
Springfield Township (Pa.) Library

Good Job

I just finished reading *AL* Editor and Publisher Leonard Kniffel's editorial "Rolling with the Punches" (June/July, p. 4).

Web publishing is so much easier to deal with—both as a provider and a consumer. I can always print out one or two articles, if need be. Better yet, I can cut and paste, and forward.

Keep up the good work.

J. Robert Verbesey
Southwest Florida Library Network
Fort Myers

CORRECTION: The "One Island, One Book" at Monroe County (Fla.) Public Library's Key West branch was *To Have and Have Not* by Ernest Hemingway (*AL*, May, p. 12). *AL* apologizes for the error.



Continue the conversation at americanlibrariesmagazine.org

RDA Unified Cataloging Standard Toolkit Available

RDA: Resource Description and Access launched June 23 with the RDA Toolkit. More than 2,800 institutions and individual users worldwide had signed up for a free global open-access trial period (through August 31) by early July. The long-awaited new unified standard is designed for the digital world and an expanding universe of users needing to share metadata.

As an online, web-based tool, RDA was designed to improve efficiency in cataloging unfamiliar formats. Users can add their own notes online, and over time, the web-based format will enable integration with vendor products.

The toolkit, published by ALA, the Canadian Library Association (CLA), and the Chartered Institute of Library and Information Professionals's (CILIP) Facet Publishing, is the resource for implementing



RDA. Highlights at launch included searchable and browsable instructions; user-created workflows and mappings; tools to customize the RDA instruction set to support organizational training and processes; two views of RDA content—by table of contents and by element set; and

the full text of AACR2 with links to RDA instructions.

RDA's content has been developed in a collaborative process led by the Joint Steering Committee and overseen by the Committee of Principals representing ALA, CLA, CILIP, Library of Congress, Library and Archives Canada, the British Library, and the National Library of Australia.

Two full-text print versions, including an index, are planned for later this summer: *RDA: Resource Description and Access Instructions* and *RDA: Element Set View*. Work is also underway with various partners to develop translations of the online and print versions.

Visit rdatoolkit.org for more information.

COA Announces New Accreditation Actions

ALA's Committee on Accreditation has announced accreditation actions taken during ALA's Annual Conference in Washington, D.C.

Continued accreditation status was granted to the following programs: master of science in information offered by the University of Michigan in Ann Arbor, and master of information offered by the University of Toronto, Ontario. The next comprehensive review visit at each institution is scheduled for 2017.

Continued accreditation status and release from conditional status was granted to: master of library and information studies offered by the University of Rhode Island in Kingston and

master of library science and master of arts in library science offered by Texas Woman's University in Denton. The next comprehensive review visit at each institution is scheduled for 2017.

Conditional accreditation status was granted to the master of library science program offered by Southern Connecticut State University in New Haven. The next comprehensive review visit is scheduled for 2013.

Visit ala.org/accreditation for a complete list of programs and degrees accredited by ALA. Individuals who would like more information about a particular program should contact the program.

Library Usage Grows, Hours Drop

Libraries nationwide report they've seen an increase in public use of online services, particularly to support job-seeking and e-government transactions. The 2010 "Public Library Funding and Technology Access Study," conducted by ALA and the Center for Library and Information Innovation at the University of Maryland, also reveals that libraries have made some gains in adding public computers and improving internet connections available to patrons.

However, the report also indicates that snowballing funding cuts at state and local levels are forcing thousands of libraries to literally lock away access to these resources as they reduce operating hours.

Responding to growing demands, nearly 79% of libraries (up from 54% in 2008) provide assistance to patrons applying for or accessing government services. Nearly 15% of libraries (or roughly 2,400 locations) report reduced operating hours; urban libraries lead the trend with nearly one-quarter reporting fewer hours in 2009. More than half (55%) of urban libraries report funding cuts between FY2009 and FY2010.

The study was funded by the Bill and Melinda Gates Foundation and the ALA. Read more in the AL summer digital supplement at www.ala.org/plinternetfunding.

House Speaker Honors Effie Lee Morris

U.S. House Speaker Nancy Pelosi read a tribute into the *Congressional Record* June 10 in honor of Effie Lee Morris, the first African-American president of ALA's Public Library Association, who died in San Francisco last November (*AL*, Jan./Feb., p. 101).

Pelosi recognized Morris as "a visionary who recognized the power of literacy and education in overcoming racism, inequality, and poverty."

"We grieve Effie Lee Morris's passing, but celebrate her legacy, which will live on in the many lives she touched," Pelosi said.

Texas Curriculum Changes Addressed

Expressing "deep concern" regarding the new social studies and history curriculum standards being considered by the Texas State Board of Education, ALA has joined the Texas Library Association and ALA affiliate Reforma—The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, in urging the Texas board to approve the social studies standards originally backed by expert reviewers.

"Because schools and school libraries need to prepare young

persons to address the diversity of ideas and experiences they will encounter and to think critically for themselves, students have a right to accurate, balanced, comprehensive, and objective educational materials," said 2009-10 ALA President Camila Aire in a May 13 letter. "If the

changes proposed by the Texas State Board of Education are adopted, ALA fears that the new standards will not only impair the quality of history and social studies education in Texas and many other states but will also have a chilling effect on school libraries' ability to provide access to in-depth

THE ASSOCIATION'S ASSOCIATIONS: LLAMA

NOTABLE HIGHLIGHTS

Membership in the Library Leadership and Management Association (LLAMA) and many ALA divisions is down this year; that's the bad news. The good news is that volunteers and staff have worked with enthusiasm and optimism this year to reinvent LLAMA, so that it is focused on what we have identified as job one, value to members.



Strategic brainstorming sessions held at LLAMA board meetings provided the ideas, structure, and member buy-in that led to a new BHAG (Big Hairy Audacious Goal). It is: LLAMA will be the go-to division for leadership education, training, discussion, and best practices.

We've learned that what our members value most are the opportunities LLAMA provides for participation, education, and networking. In response, we are directing our resources to three areas that will drive the work to be done over the next two years. They are: Membership, Continuing Education, and Communication.

We have new plans in place that will focus on building membership and developing content for continuing education. We understand that communication is key to LLAMA's future success, along with our commitment to continually provide value to members. We also realize that traditional planning as we've done it in the past will not serve us well now.

The year 2010 marks the final issue of *Library Leadership and Management* produced in print format and the culmination of a three-year process to transition the journal to an online format, housed within a searchable database.

Once again, LLAMA was proud to sponsor two excellent emerging leaders—Darcel B. Jones from Contra Costa County (Calif.) Library, and Leo S. Lo from Kansas State University Libraries in Manhattan. LLAMA's Human Resources Section Staff Development Committee also sponsored an emerging leader project to transform the Staff Development Clearinghouse, a resource for individuals and organizations to share policies, manuals, and other information related to library staff development.

LLAMA is well on its way to becoming an organization that can reverse the trend in declining memberships most professional associations are experiencing. A member market survey will be underway shortly to facilitate the development of new products and services that will make LLAMA even more valuable to library leaders.

—Gina Millsap, 2009-10 president

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

and diverse materials that promote free inquiry, critical thinking, and essential information literacy skills.”

Standards are due for final adoption and certification in August.

YALSA Journal Wins Third APEX Award

For the third year in a row, Communications Concepts has chosen *Young Adult Library Services (YALS)*, the quarterly journal of ALA's Young Adult Library Services Association, as a recipient of an Award of Excellence from the APEX Awards for Publication Excellence.

YALS was recognized in the category of Journals and Magazines over 32 pages. The journal won for issues from its seventh and eighth volumes, which were edited by Sarah Flowers.

APEX Award winners are chosen based on excellence in graphic design, editorial content, and the success of the entry in achieving

MOBILE BOOKMARK WINNER



Turner Secrist, age 5, the son of Aaron and Sherry Secrist, shows off his winning entry in Newport News (Va.) Public Library System's youth bookmark design contest, held in conjunction with ALA's first National Bookmobile Day April 14. His creation was printed on the library system's bookmarks and distributed to the branches.

overall communications effectiveness and excellence. More than 3,700 journals and magazines entered the annual competition. Visit www.apexawards.com for a full list of winners.

New ALA Online Learning Page Created

ALA Online Learning (www.ala.org/ala/onlinelearning/index.cfm), a new section of ALA's website, showcases all web-based professional development opportunities across the Association.

It is designed to centralize all ALA online training in one place for the first time ever for website visitors. The new collaborative catalog is organized into five categories and includes web-based learning opportunities, such as webinars (live sessions), webcasts (prerecorded sessions), online courses, and e-forums (interactive, asynchronous events with a defined duration).

ALTAFF Launches "Authors for Libraries"

ALA's Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) has launched "Authors for Libraries," a partnership to connect authors with libraries, Friends of the Library groups, and library foundations, as well as to keep authors informed about issues and concerns affecting libraries on a national level.

"Authors for Libraries" is a collaborative effort that grew from an idea presented by Marilyn Johnson, author of *This Book is Overdue! How Librarians and Cybrarians Can Save Us All*.

Authors who join the program for \$39 will receive a subscription to *The Voice for America's Libraries*, ALTAFF's bimonthly newsletter. In addition, a hyperlink to the author's website will be placed on ALTAFF's website. The division is also asking authors to provide a quote about the importance of libraries, which will be added to the website and used in promotional materials.

NBA Star Named Card Sign-up Month Chair

Olympic gold medalist and 2008–09 NBA top-scoring player Dwyane Wade is serving as honorary chair of Library Card Sign-up Month.

Wade has donated his time and image to the creation of a print public service announcement that will appear in magazines during the month of September. Librarians can download the PSA at www.ala.org/librarycardsignup. During Library Card Sign-up Month 2009, the NBA star donated \$25,000 through his Wade's World Foundation to help save the struggling William Leonard Public Library in Robbins, Illinois.

In addition to the PSA, other sample media tools include a sample press release, newsletter article, and proclamation. ■

CALENDAR

ALA EVENTS

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

Sept. 25–Oct. 2: Banned Books Week, ala.org/bbooks.

Oct. 17–23: Teen Read Week, ala.org/yalsa.

Nov. 5–7: Young Adult Library Services Association Young Adult Literature Symposium, Albuquerque, New Mexico, ala.org/yalsa.

Raising A Reader Gets Children Started Early

The childcare room buzzes with activity at the end of the school year. Children laugh and parents chat about their summer plans. When the librarian from Seattle Public Library comes in, the children gather around for storytime. As she closes the book at the end of the story, the excitement mounts. Everyone knows this is a special day.

Every week, all year long, the children have borrowed bright red bags full of books from their classroom. Every week, all year long, they have dutifully returned the bags. But today is different. Today, all the children will get their very own blue bag to keep and use every time they visit the library.

This ceremony marks the conclusion of the third successful year that Raising A Reader (www.raisingareader.org) has collaborated with Seattle Public Library, solidifying a vital partnership between the library and childcare providers. The librarians create lasting friendships with the children and their parents, who in turn learn the benefits of introducing their children to reading.

“While these friendships benefit each participating family, the biggest winners are the kids,” said CiKeithia Pugh, SPL’s program manager. This year’s graduating class has not only learned to use the library, but they

will also enter school in the fall better prepared for a successful educational experience.

Raising A Reader is a national nonprofit organization that offers an evidence-based early-literacy and parent-engagement program. It currently serves 110,000 children through its 2,500 affiliate sites across the country. During the program, each child is exposed to approximately 100 books per year, and parents and caregivers are trained in interactive read-aloud strategies. This training helps parents and caregivers learn how to engage their child by sharing a book.

Reading for success

The program works by rotating bright red bags filled with award-winning books into children’s homes on a weekly basis. Through Raising A Reader, families are connected with their local public library. At the culmination of the program, children receive a blue library bag to keep and continue the practice of borrowing books, just like the Raising A Reader graduates from Seattle Public Library.

With its mission of engaging parents in a daily “book cuddling” routine, the program fosters healthy brain development, parent-child bonding, and early literacy skills critical for school success. According to a 2009 survey by the Pearson Foundation, 73% of Americans incorrectly believe that if children enter kindergarten unprepared, they will catch up in elementary school. Another 75% are completely unaware that nearly 61% of low-income families do not have any age-appropriate books in their homes. These statistics not only paint a grim picture for early literacy, but also contribute to the fact that nearly half of all U.S. children enter kindergarten lacking the early reading skills needed for success in school. Early literacy programs such as Raising A Reader are helping to mitigate this crisis.

For Multnomah County (Ore.) Library, Raising A Reader has been a trusted ally in targeting immigrant families and families at risk for low literacy, who do not use the library in traditional ways. At Multnomah County Library, like all other libraries, individuals can apply for a library card and use it to borrow as many books as they like. While this practice is simple enough for those who regularly take advantage of it, many unfamiliar with using a library are discouraged by the technicalities. For

Photo: Carole Archer, The Gresham Outlook



A happy reader gets her own library card and blue book bag at Multnomah County Library, where Raising A Reader raises parent and caregiver expectations around reading and books.

these people, things like library cards, overdue fines, and transportation are all barriers.

Rather than insisting that these families conform to traditional library practice, Raising A Reader works with libraries to offer a gentle and comfortable introduction to library services for families that are not familiar with approaching a library.

"Raising A Reader and its library partners ease parents into the program by talking with them at scheduled parent evenings, helping families develop an awareness of the variety of quality children's books that can be found in a good collection, and extending personal invitations to visit their local library with the blue Raising A Reader bag," said Gabrielle Miller, executive director of Raising A Reader.

More than a dozen independent evaluations have shown the success of Raising A Reader:

- In Norfolk, Virginia, the number of parents

sharing books with children five or more times per week increased by 75%;

- Nationally, Raising A Reader 5-year-olds in Head Start scored 69% higher in prereading and 59% higher in book knowledge than other Head Start 5-year-olds or older children;

- In Santa Clara County, California, after completing the program, the number of Spanish-speaking parents taking their preschool children to the library at least once per month increased from 6% to 27%.

"No other library service has the outcome-based evaluation results that Raising A Reader has," said Nell Colburn, librarian at Multnomah County Library. "Our evaluations consistently show substantial gains in changing parent and caregiver behaviors around books and reading."

—Alicia Santamaria
community outreach manager
Raising A Reader

Playwrights Define Censorship

Before heading to ALA's Annual Conference in Washington, D.C., young-adult author Adam Rapp spent an evening with fellow playwrights Edward Albee, Terrence McNally, and David Henry Hwang discussing censorship. Forty publishers, writers, artists, and supporters of the First Amendment gathered June 23 in the Manhattan apartment of Jane Friedman, former CEO of HarperCollins and current CEO of Open Road Integrated Media, for an informal dialogue with the four playwrights. The event was sponsored by the National Coalition Against Censorship's Free Speech Leadership Council, which Friedman chairs.

The evening's conversation led to some verbal sparring between Albee and McNally on the definition of censorship. Albee, the author of *Who's Afraid of Virginia Woolf?* and *The Zoo Story*, both of which have been censored, accused Broadway producers of being interested only in making money instead of caring about the quality of the plays they finance.

McNally, who has won Tony Awards for his plays *Master Class* and *Love! Valour! Compassion!* disagreed that economic decisions are censorship, asserting that censorship is when a story cannot be told in any public forum due to pressure from special interest groups. The Catholic League condemned



Playwrights David Henry Hwang, Edward Albee, Terrence McNally, and Adam Rapp.

his play *Corpus Christi*, he noted, and its performance was canceled this year at Tarleton State University near Fort Worth, Texas.

"If a work disappears, it's censorship," said Hwang, best known as the author of *M. Butterfly*, in agreement with McNally.

Adam Rapp, whose book *Punkzilla* (Candlewick, 2009) received a 2010 Printz Honor award, used his experiences with book banning as the basis

for his recent play, *The Metal Children*. In 2005 his book *The Buffalo Tree* (Front Street, 1990), about life in a youth detention center, was banned by Muhlenberg High School in Laureldale, Pennsylvania. It was after going to that town and hearing both sides present their views on his book that the nucleus for *The Metal Children* emerged, Rapp said.

"The National Coalition Against Censorship must exist to help high school teachers and others on the front line," said NCAC Executive Director Joan Bertin. The alliance of 50 national nonprofit organizations, including the American Library Association, is united in the conviction that freedom of thought, inquiry, and expression must be defended, she noted. "The council is a group of intellectual, cultural, legal, and business leaders committed to the defense of free expression."

—Rocco Staino, New York Library Association

Good Dog. Sit. Listen.

Christopher, a bubbly 7-year-old, has come to the La Mesa branch of San Diego County Library to read to Sunny. With book in hand, Christopher Buck sits down and begins. As he reads, he and Sunny cuddle together. Sunny, an 80-pound collie, is a certified therapy dog and with his handler, Gloria Laube, he visits the library twice a month to listen to kids read.

Sunny and his handler are a part of the Read to Your Breed program, which encourages and assists struggling readers. Over the course of five years, Sunny has been read to in English, Spanish, French, and Italian. Laube is such a strong believer in this program and others like it that she has started librarydogs.com, a website dedicated to encouraging therapy dog reading programs. The site “is a resource for public and school librarians, teachers, and bookstore managers who are interested in exploring the idea of using specially trained dogs in their reading programs.”

While many libraries around the country offer therapy dog reading

Therapy dog programs provide a safe and nurturing environment for beginning readers.

sessions, some hesitate to allow dogs in the library, due to fears of the dogs’ being messy or misbehaving. But therapy dog handlers are trained on proper behavior and dog grooming, and they are aware of the necessity that the dogs remain on a leash at all times and that they must sit on a blanket or rug. Libraries that offer therapy dog programs only allow certified therapy dogs to participate because these dogs are



Young Christopher reads to his favorite pooch, Sunny, at San Diego County Library.

tested to ensure they have a temperament that is calm and that they are safe to be around children. And all certified therapy dogs come with an insurance policy.

Therapy dog programs provide a safe and nurturing environment for beginning and struggling readers. Children often feel more comfortable reading to a furry four-legged friend than a parent or teacher because dogs are perceived as being a noncritical audience. According to Laube, “Some children pet Sunny each time they turn a page.”

Petting dogs has been shown to lower blood pressure and reduce stress, so this physical interaction serves a valuable purpose while giving the children extra practice with their reading skills.” Christopher likes reading to Sunny because “he really looks like he is listening to the book.”

Christopher’s mother, Emily Buck,

has seen positive effects of the Read to Your Breed program, and says it “has given Christopher a sense of confidence that he may not have otherwise gotten by just reading to a grownup.” Laube has also seen children “become more confident readers as well as develop more self-confidence socially. Some children who would barely whisper were reading normally after a few weeks.”

Janet Gastil, children’s librarian at the Lakeside branch of San Diego County Library, offers a program called PAWS to Read and has noticed that kids of all ages are excited to read to a dog. Gastil says that in her program it is the struggling readers who are the most eager to read to a dog and “anytime you can get a kid who doesn’t usually want to read excited to read, that is a success.”

—Anna Hartman, children’s librarian
La Mesa branch
San Diego County (Calif.) Library



Read more at <http://bit.ly/PLA2010presentation>.

New ProQuest Platform Improves Interface, Expands Access

ProQuest unveiled plans at ALA's Annual Conference in Washington, D.C., to roll out a completely redesigned platform this summer. The ground-up redesign promises to unify all ProQuest content into a single framework, while also connecting users to non-ProQuest databases through ProQuest Extended Search, and adding infrastructure to aid users in gathering, sharing, and creating content in ways not possible with its current platform.

"We've ... set an entirely new standard for what users can get from their libraries," said Marty Kahn, ProQuest CEO, in a June 28 press release. "We're uncovering needs and new technologies we can use to address them every day." In a meeting with *American Libraries*, ProQuest CIO Bipin Patel explained the process behind the redesign as "cracking the code of mass customization." At one billion documents,

ProQuest is the world's largest Oracle XML database, but by building the interface into those documents "through the eyes of the users," as Senior Marketing Manager Scott Maynard explained, ProQuest achieves an end-user experience that "delivers the right tools at the right time."

In an information landscape where vendors are often providing the same content over different, competing delivery tools, two factors stand out as providers vie for business: middleware and front-end. By simplifying the middleware, or the software that connects a database to its front end, Patel explained, ProQuest delivers lightning-fast search results because they've worked on combining all their datasets into one search-

able index.

On the front end, the massive, catch-all index means users can search at any of three different levels. First, Maynard demoed a landing page with a single search box to

search across multiple databases, so that users are not required to choose a database before beginning a search. Second, users familiar

"We're uncovering needs and new technologies we can use to address them every day."

—Marty Kahn, ProQuest CEO

with ProQuest's databases can search on a specific one, leveraging search techniques unique to each dataset. Third, ProQuest offers guided subject searches over multiple databases.

In addition to offering better search within its own databases, ProQuest Extended Search enables libraries to build connections between ProQuest databases and con-

SOUTH CAROLINA WINE TASTING



More than 250 people helped to raise \$10,000 during The Literary Vine benefit, a first-time event featuring more than 30 varieties of wine at Richland County (S.C.) Public Library June 12. The event was hosted by the library's Friends group and sponsored, in part, by Blue Cross/Blue Shield of South Carolina, Southern Wine and Spirits, and Bonefish Grill.

tent from up to 20 outside providers, using Serials Solutions' linking technology. The company has also taken steps to integrate content from other sites all over the open web. Through Open Web Article Linking, users have access to current popular content within ProQuest search results. The platform already integrates content from *Time*, and access to *Business Week* content is forthcoming. Seamless integration is achieved by storing abstracts from outside content in ProQuest's database and linking out to original articles, Patel explained.

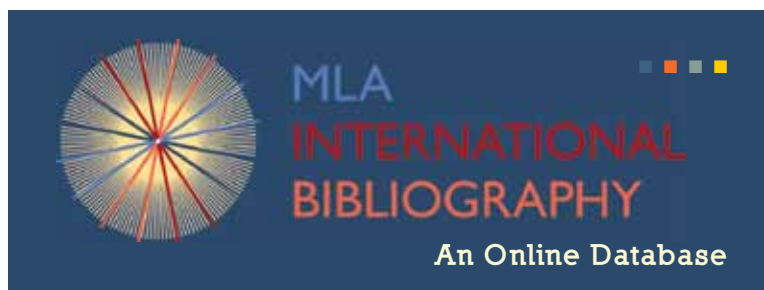
Search and discovery

The search results page utilizes some features common to search and discovery elsewhere on the web, such as buttons to share articles on social media sites, the ability to narrow results according to publication time period, and article preview pop-ups to reduce click-throughs to unwanted articles.

Because content from multiple databases is unified into one search, ProQuest boasts faster search results and simpler administration of e-resources. In a world where consumers of information are more and more becoming producers of information, Patel noted, adding user-generated content aims to keep the products relevant in a time where user roles are constantly expanding and changing.

Nonetheless, Patel stressed that the new technology architecture is designed "for purpose," each feature addressing a specific need, so as to avoid extraneous features that don't add value to the research process. The agile development process is informed by personas, regular testing with live subjects from every user group, and over 6,000 surveys worldwide.

ProQuest will begin migrating its customers to the new platform in late summer. —Sean F. Fitzpatrick



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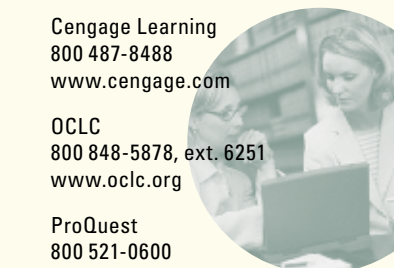
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Libraries Reach FY2011— Some Relieved, All Wary

The FY2010 roller-coaster ride is just about over, and many a library advocate is undoubtedly glad to see the back of it. There was a curious symmetry about the timing: Thousands of tenacious front-line library supporters were taking stock of their finalized local budgets even as a swarm of library boosters descended on Capitol Hill June 29 to speak up for full library funding at the federal level—with another 1,061 making themselves heard online.

New York Public Library staff members heaved a sigh of relief June 24 with the announcement that the system had dodged a catastrophic \$37-million budget cut. “You spoke out loud and clear,” read a poignant thank-you message on the NYPL website. The open letter credited “the 130,000 who wrote letters, donated more than \$144,000 online, called elected officials, and raised their

voices on the steps of City Hall” with convincing Mayor Bloomberg and the city council to restore enough funding to ensure five-day-a-week service. Queens Library offered public thanks to elected officials and supporters alike for restoring \$17 million to the budget, thus “making libraries a priority, for ensuring every one of our libraries remains open an average of five days a week.” A pragmatic Brooklyn Public Library maintained its “save the library” web page longer than the other two; still in play was how many of the 350 pink slips Queens and Brooklyn sent apiece would be rescinded, which union and library officials were negotiating as of mid-July.

The New Jersey Library Association heralded a budget agreement between Gov. Chris Christie and the

Many a library advocate is undoubtedly glad to see the back of the past fiscal year.

legislature that restores FY2010 funding levels for resource sharing and the New Jersey State Library. “We can breathe a sigh of relief, but it doesn’t mean it won’t happen again next year,” NJLA Execu-

tive Director Pat Tumulty said in the June 24 *Vineland Daily Journal*. Instead of suffering a \$10.4-million cut, New Jersey’s public libraries were counting themselves lucky to contend with a \$6-million reduction. However, many community libraries remained vulnerable to the fiscal woes of their municipalities.

Pennsylvania libraries were strategizing as of mid-July about how they would absorb a 9.1% cut in state aid to public libraries after losing 28% in FY2009–10. However, Gov. Rendell okayed \$20 million for library centers honoring Sen. Arlen Specter and the late Rep. John Murtha.

While New York, New Jersey, and Pennsylvania libraries (as well as those in Boston, Los Angeles, Charlotte, and countless points in between), fought off draconian cuts for months, South Carolina’s library community had a narrow window of opportunity to win an override of Gov. Mark Sanford’s devastating veto of \$4.65 million in state aid and \$1.172 million in stimulus funds for public libraries.

South Carolina State Librarian David Goble marshalled advocates through traditional and social-network channels, who in turn connected with lawmakers so persuasively that Sanford’s veto was overturned five days later. —Beverly Goldberg

CHEERS FOR READING



Maggie Wildersmith, 9 months, celebrates her participation in Denton (Tex.) Public Library’s Summer Reading Club, “Catch the Reading Express,” sponsored by the Texas State Library and Archives Commission, Denton Municipal Electric, Denton South Rotary Club, and the Friends of the Denton Public Library. The program kickoff included a musical performance by The Sugar Free Allstars, a visit by Max the Bunny, and face-painting.

GLOBAL REACH



WALES ①

As one of the United Kingdom's copyright libraries, the National Library of Wales has begun on its own to digitize much of its collection, an endeavor that has involved about one-third of the library's 350 staff members. "The people of Wales own this collection, they have paid to build it up over the years, why should it just be handed to Google?" said Welsh National Librarian Andrew Green.—*BBC News*, June 7.

BELGIUM ②

Belgian architects Coussée and Goris and the Spanish firm of RCR Aranda Pigem Vilalta have won the design competition for a new library in Ghent that awed journalists have dubbed "The Library of the Future" based on the 3D renderings and plans submitted in June. Critics are stating the new library will blend nicely into the mid-19th century neighborhood.—*Planet Vectorworks*, July 6.

FINLAND ③

July 1 Finland became the first country in the world to mandate that every citizen has the right to a 1Mbps (megabit-per-second) internet connection, and officials have set 2015 as the deadline for getting 100Mbps access to every Finn. In 2009, the average internet download speed in the United States was 5.1Mbps and the average upload speed was 1.1Mbps.—*MSNBC: Tech and Gadgets*, July 2; *Speed Matters Report of the Communications Workers of America*.

AUSTRIA ④

The Austrian National Library and Google have reached a 30-million-euro (\$37 million U.S.) agreement that enables the search firm to digitize 400,000 copyright-free books that spans 400 years of European history. Library Director Johanna Rachinger asserted at a news conference that "There are few projects on such a scale elsewhere in Europe."—*Agence France Presse*, June 15.

IRAQ ⑤

The U.S. Departments of Defense and State have ceded control to Iraq of an online library the U.S. built in 2006 to enrich the

resources available there to scientific researchers. The Iraqi Virtual Science Library had been under the trust of a Congressionally financed nonprofit group since the project's inception.—*Chronicle of Higher Education*, June 7.

UGANDA ⑥

The first public library in the Kanungu District now serves the remote village of Nyaka with print materials and internet access. The five-room Nyaka Blue Lupin Community Library was built by the Nyaka AIDS Foundation and has a community room that seats 200. Before the library opened in April, area residents had to travel long distances for children's reading material.—*Kampala New Vision*, June 8.

ETHIOPIA ⑦

Researchers have discovered that the illustrated Garima Gospels, which have been kept intact by the monks of the Abba Garima Monastery in northern Ethiopia for centuries, are hundreds of years older than scholars had presumed. Instead of dating back to the early 11th century, carbon testing has revealed that the two 10-inch-thick volumes were written on goat skin between 330 and 650.—*The Independent (U.K.)*, July 6.

JAPAN ⑧

A decommissioned bullet train (Shinkansen) locomotive has been turned into a children's library in Akishima, Tokyo. The city government thought that children would enjoy the treat of getting their books from an old bullet train.—*Japan Probe*, June 27.

NEW ZEALAND ⑨

Some 75 long-lost silent movies among a trove of American films recently discovered in the New Zealand Film Archive are returning to the U.S. with funding from the National Film Preservation Foundation, the charitable affiliate of the Library of Congress's National Film Preservation Board. Chosen for their historical and cultural significance, the works include two films directed, respectively, by John Ford and Mabel Normand, a Clara Bow vehicle, and some early one-reel westerns.—*New York Times*, June 6.

W. S. Merwin Named Poet Laureate

Librarian of Congress James H. Billington announced July 1 that W. S. Merwin has been appointed as the library's 17th poet laureate consultant in poetry. Merwin will serve as poet laureate for 2010–2011 and is scheduled to open the Library of Congress's annual literary series October 25 with a reading from his work.

"William Merwin's poems are often profound and, at the same time, accessible to a vast audience," Billington said in a news release announcing the appointment. "He leads us upstream from the flow of everyday things in life to half-hidden headwaters of wisdom about life itself. In his poem 'Heartland,' Merwin seems to suggest that a land of the heart within us might help map the heartland beyond—and that this 'map' might be rediscovered in something like a library, where 'it survived beyond/ what could be known at the time/ in its archaic/ untaught language/ that brings the bees to the rosemary.'"

Born September 30, 1927, William Stanley Merwin succeeds Kay Ryan as poet laureate and joins a long line of distinguished poets who have served in the position, including Charles Simic, Donald Hall, Ted Kooser, Louise Glück, Billy Collins, Stanley Kunitz, Robert Pinsky, Robert Hass, Rita Dove, and Richard Wilbur.

During a 60-year career in which he has written more than 30 books of poetry and prose, Merwin has received

nearly every major literary award. He is a two-time winner of the Pulitzer Prize, just recently in 2009 for *The Shadow of Sirius* and in 1971 for *The Carrier of Ladders*. In 2006, he won the Rebekah Johnson Bobbitt Prize from the Library of Congress for *Present Company*. His retrospective collection *Migration: New and Selected Poems* won the 2005 National Book Award for poetry.

"Merwin's influence on American poetry has been profound," the LC news release said. Often noted by critics is his decision, in the 1960s, to relinquish the use of punctuation. "I had come to feel that punctuation stapled the poems to the page," Merwin wrote in his introduction to *The Second Four Books of Poems*. "Whereas I wanted the poems to evoke the spoken language, and wanted the hearing of them to be essential to taking them in." Merwin also has been long dedicated to translating poetry and plays from a wide array of languages, including

Spanish and French. "I started translating partly as a discipline, hoping that the process might help me to learn to write."

"Although his poems often deal with simple everyday things, there is a nourishing quality about them that makes readers want more," said Patricia Gray, head of the library's Poetry and Literature Center. "Like William Wordsworth, he is passionately interested in the natural world."



"I had come to feel that punctuation stapled the poems to the page, whereas I wanted the poems to evoke the spoken language." —W. S. Merwin

LISTEN TO THE DRUM BEAT



Children and their parents form a circle to play songs of various origins, including Cherokee, Nigerian, and Latin, on more than 30 drums at Newport News (Va.) Public Library System's Grissom branch July 6. The drums were provided by Connie Ralston, who spoke and sang about her 25-year career as a drummer. The event was part of the library's summer reading program.



Loyola University's energy-efficient Information Commons looks out on Lake Michigan.

All-Digital Information Commons Reduces Energy Consumption

Conventional wisdom would tell you building an all-glass library on the shore of Chicago's Lake Michigan is probably not a good idea if your plans call for a high-performance building that is supposed to reduce energy usage. But that is exactly what Loyola University Chicago did with its four-story Richard J. Klarchek Information Commons, an all-digital research library that now is attracting worldwide attention and accolades for its energy-savings realization.

Loyola's Information Commons is noted as an ambitiously green building. Winner of the 2010 First Place ASHRAE Society Level Technology Award and the 2007 LEAF Award for Best Use of Technology, this four-story, 67,000-square-foot structure

integrates architectural and engineering systems to maximize thermal comfort and indoor air quality while reducing energy consumption. The building was designed to create a highly conducive environment for study and research, while ushering in a new era of campus architecture focused on resource conservation.

According to a recent case study published in *High Performing Buildings*, the Information Commons' energy consumption is 46% better than American Society of Heating, Refrigerating, and Air-Conditioning Engineers' standards.

"We built an all-glass digital library in Chicago on the lake and incorporated cutting-edge energy conservation technology, while not sacrificing design," says Devon Patterson, AIA,

LEED AP principal and lead architect on the project from Solomon Cordwell Buenz (SCB). "People from all over the world are coming to see how we integrated the technology into the building and the resulting energy savings we are experiencing."

In addition to the high-performance qualities of the Information Commons, the building has become a popular destination for the university's students.

"The Information Commons is much more than a combination of advanced mechanical systems that have been combined to create a high-performance building," says John Lahey, president of SCB. "We designed the library to be a functional building, providing students with a place where they can interact and meet with fellow students in addition to studying, while incorporating the building seamlessly into the campus and taking full advantage of the great Lake Michigan views."

In addition to the high-performance qualities, the building has become a popular destination for the university's students.

As a LEED Silver–certified building, the Information Commons is completely automated, with sensor systems that monitor the temperature, humidity, and CO₂ levels within the building, while additional sensors monitor the exterior conditions. The windows, shades, and blinds all respond to the climate data and adjust automatically.

The building shows forethought and innovation by the design team, the university, and specialized engineering consultants Transsolar, Halvorson and Partners, and Elara Engineering; it is a flexible 24/7 library facility that will serve the students and faculty with a high-quality, energy-efficient space for many years to come.

—Ted Strand, AIA principal
Solomon Cordwell Buenz, Chicago

ANYTHINK EXPANSION COMPLETE



More than 4,000 Adams County residents gathered July 10 for the official ribbon-cutting of the Rangeview Library System's 45,000-square-foot Anythink Wright Farms branch in Thornton, Colorado, the final building in the district's makeover. Constructed with recycled materials and run on energy-efficient heating and cooling systems, the Wright Farms branch includes an indoor/outdoor fireplace, children's and teen areas, and a cyber café, as well as a computer lab and meeting rooms. It is part of a nine-acre park built with the help of the Wright Farms Metro District.



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NEWSMAKER: THOMAS FREY

Without consulting a crystal ball, Thomas Frey, executive director and senior futurist at the DaVinci Institute, writes and speaks about a promising future for those libraries strongly connected to their communities and quickly adaptable to the changing world around them. Tom Sloan, executive director of DuPage Library System in Geneva, Illinois, asked Frey to discuss that future.



modality-diverse and available on-demand 24/7. Libraries have the potential to become the working laboratories for people creating courseware.

TOM SLOAN: Unlike many futurists, you've said libraries are here to stay. Why?

THOMAS FREY: Libraries have been around in various forms for nearly 4,000 years and have become a cornerstone of activities for the communities where they exist. The role and function of what's happening inside will change, but the library itself will remain a powerful entity around which communities will rally. There are very few people who don't like libraries. Some argue about the value of dollars going into a library, but not many have waged an all-out assault.

You've said that within 10 years, ink-on-paper publishing will not be a sustainable economic model. What will the new model be? In January, I attended the Consumer Electronics Show in Las Vegas and saw over 20 new digital book readers. Over the next few years, we will see fierce pricing competition, with the cost of book readers dropping to under \$20. At the same time, the number of digital downloads, which cost a fraction of the price of traditional books, will soar, and the sale of ink-on-paper books will plummet. Readers will be willing to pay significantly more to engage in things like live webcasts, digital book signings,

and vibrant talk-back sessions than they ever paid for books in the past.

You have written and spoken about libraries becoming "Electronic Outposts." What is an Electronic Outpost library? An Electronic Outpost is a satellite branch of a central library designed to be a community gathering place. Size, shape, and purpose will vary. My hope is that communities will begin to experiment, and electronic outposts be synced with the needs of the surrounding community. Even though the days of traditional books may be numbered, our need to access information will continue to escalate and our methods for interacting with the information will continue to evolve.

What trends in business, education, government, and transportation areas do you think will have the greatest impact on the future of libraries? Perhaps the biggest impact will come from tomorrow's education systems. Future education systems will be oriented around an iTunes-like system that enables experts all around the world to create courses with a rapid courseware builder. The future of education will revolve around hyperindividual learning, with self-paced, organically generated content that is

What is the "Empire of One" business model and why should libraries be interested in this trend? An "Empire of One" business is a one-person business with far-reaching influence. Some exist as private practices like that of a doctor or dentist, others as coaching or consulting businesses, and still others as freelance service providers. A growing number have massive operations with products manufactured overseas and a global customer base. This is an interesting area that libraries need to experiment with.

Over the past few years, you've visited hundreds of libraries and spoken to library groups across the country. What have you learned about libraries that you didn't know prior to your visits? Going back to your first questions, libraries are here to stay because they have a survival instinct. They have created a mutually dependent relationship with the communities they serve, and most importantly, they know how to adapt to the changing world around them. I am always impressed with the creative things being done in libraries. As Eleanor Roosevelt once said, "The future belongs to those who believe in the beauty of their dreams." There are a lot of beautiful dreams taking place that will help form tomorrow's libraries. ■

How the World Sees Us

"The Great Hall was restored in 1990, but this one building tells only part of the Ellis Island story. The 30 unrestored buildings that served as the hospital, psychiatric ward, morgue, and library tell a different story about suffering and perseverance that is perhaps even more compelling."

LORIE CONWAY, producer and writer of *Forgotten Ellis Island*, in a 2010 Save Ellis Island brochure requesting donations to preserve what the National Trust for Historic Preservation calls one of the 100 most endangered sites around the world.

"Though I've spoken frequently during the 23 years since publishing my first book, I can honestly say that I've never felt better about a presentation . . . I'm sure my audience of forward-thinking, eco-friendly librarians played a part."

PBS *Simple Living* host WANDA URBANSKA on her 2009 appearance at the American Library Association Annual Conference in Chicago, *The Heart of Simple Living: 7 Paths to a Better Life* (Krause Publications, 2010).

"The people who welcome us to the library are idealists who believe that accurate information leads to good decisions and that exposure to the intellectual riches of civilization leads to a better world. The next Abraham Lincoln could be sitting in their library, teaching himself all he needs to know to save the country. While they help us get online, employed and informed, librarians don't try to sell us anything. Nor do they turn around and broadcast our problems . . . because no matter how savvy this profession is at navigating the online world, it clings to that old-fashioned value, privacy. (A profession dedicated to privacy in charge of

our public computers? That's brilliant.)"

MARILYN JOHNSON, author of *This Book Is Overdue!* in "U.S. Public Libraries: We Lose Them at Our Peril," an editorial in the *Los Angeles Times*, July 6.

"This is how the world works: The lonely striver with bad hair and serious overbite who is scratching out her thoughts in the Omaha Public Library is facing a wall of sheer granite a thousand feet high and luckily for her she doesn't know it now but someday she will and my heart goes out to her."

GARRISON KEILLOR on the unfair advantages society lavishes on the beautiful, syndicated column, June 23.

"I loved the books but I needed the librarians."

Boston Globe correspondent DANIELLE DREILINGER, reminiscing about her childhood library experiences in reporting the

"With the internet and e-books, do we really need millions for libraries?"

Fox-TV reporter ANNA DAVLANTES in a segment titled "Are Libraries Necessary, or a Waste of Tax Money?" WFLD-Chicago, June 28.

June 24 retention of three full-time librarians to maintain services at Somerville (Mass.) Public Library's three branches, June 28.

"I might have put up a good fight against some of the men I'd met when my dad took me along to librarians' conferences, but Norbert was no typical librarian."

ADAM LANGER on a "thug librarian" character in *The Thieves of Manhattan*, his forthcoming novel from Spiegel & Grau, July 2010. ■



This June 6 panel captures the sentiment in communities across the country over the gutting of library budgets to alleviate revenue shortfalls.

Better None Than Bad

When it comes to signage, nix the negative

by Leah L. White

A quick search of the photo website Flickr for the keywords “library signage” can produce interesting results. You will find everything from café-style chalkboard advertisements to sheets of white paper with a few pieces of clip art thrown in.

Poor visual communication can create a frustrating environment for users, but it’s a practice that librarians commonly cling to. People eating in your library? Tape a piece of paper to the wall with a picture of a burger that has a large red X through it and there you go, problem solved! Our desire to avoid confrontation and our inability to understand the user get in the way of providing the highest level of service. Bad signs exist in all types of libraries, victimizing users without bias and leading to some unwelcome encounters. It makes me wonder if a bad sign is truly better than nothing or just making things worse.

Signs can serve several functions but generally fall into two categories: library marketing and communicating library policies. Many librarians and administrators agree that it’s important to communicate that the library is a pleasant and studious institution, but sign-makers go astray

when they create signage in an effort to shift blame or passive-aggressively punish users for presuming they have certain rights while using the library. Such negative signage insults our patrons instead of guiding them or communicating policies in a positive and efficient manner. A well-written sign, inviting and creatively designed, can do so much; an insulting sign has the potential to do more damage than good.

Many library users return to libraries because there is something special that keeps them coming back.

However, if you welcome them at the entrance with insulting signage, people will think twice about patronizing such an institution.

What would happen if we took all those signs away? While the situation would not be ideal, it is still preferable to poor signage. Patrons would consistently need to ask

for assistance at service points. While it is nice to have those stats, the time of the staff could be better spent.

Now let’s take the example of difficult-to-read or inaccurate signs. What would the users do then? They would find resources in another way that doesn’t involve the library. In both of these situations, the patron thinks less of the library, but which is worse? Having to interact with patrons in order to assist their needs when they are

lost and confused, or having bad signage that not only confuses users but can make them frustrated and in some cases angry?

Keep it simple

Easy-to-read, nonjudgmental signage is the best practice. It’s important for library staff to remember that even if we are frustrated, trying to convey that frustration in sign format is never worth it. The sign will simply make the library look like the bad guy or in most cases, completely out of touch. Positive and effective communication with our users is vital to libraries: “Welcome” and “Need Help? Ask Your Librarian.”

As Jeannette Woodward notes in *Countdown to a New Library: Managing the Building Project* (second edition, ALA Editions) “The appropriate use of signs can considerably reduce the number of simple directional questions asked at service desks, as well as make users aware of the full range of library services and resources available to them.” The hallmark of a really good system “is its ability to respond to the user’s need to progress from general to specific information and provide directional information at decision points where choices must be made.”

When in doubt, keep it simple and keep it positive. If that cannot be conveyed in a sign, then nothing is better. Let us not forget that old adage: If you don’t have anything nice to say, then say nothing at all. ■

LEAH L. WHITE is access services assistant at the Pritzker Legal Research Center at Northwestern University School of Law in Chicago.



The hallmark of a really good system is its ability to respond to the user’s need to progress from general to specific information and provide directional information at decision points..

Hope, Hype, and VoIP

Riding the library technology cycle

by Char Booth

After the initial hype is past, the real value of an emerging technology unfolds as librarians adopt, test, and learn from it on the ground. By understanding a tool's practical library affordances and how they are adopted, adapted, and rejected, we can better evaluate its local promise critically, creatively, and with an eye toward sustainability. The long-term adoption cycle of one established tool, Voice over Internet Protocol (VoIP), offers actionable insight into the library innovation process.

Web voice and video are old news:

Skype's popularity is established, voice and video chat proliferate, embedded webcams are common, and many organizations have made the transition to IP phones. The rise of mobile technology has two implications for VoIP: Cellular subscriptions continue to outstrip fixed-location options, but mobile VoIP is fast becoming a cost-cutting feature on cell phones and smart mobile devices.

When web calling tools began to emerge several years ago, I took on the de facto role of video reference evangelist. I predicted that applications like Skype could transform how librarians provided public services over the web. I imagined video consul-

tations and kiosks that could increase service point efficiency and humanize virtual reference.

Understanding the hype

Why did I have such high hopes for video reference, arguably among the lowest-impact library applications of VoIP to have emerged in the last few years? A partial answer is that I was caught up in the overzealousness that often accompanies innovation, otherwise known as "hype cycle" thinking.

When a new tool catches the eye of trend watchers, it initiates an arc of blog and tweet prognostication that spurs people and organizations to adopt the tool. Some

expectations pan out while others don't, and lessons are learned and (hopefully) shared in the process. This progression from hype to hope to reality is often mirrored in library innovation and technology adoption.

Developed by Gartner Research, the hype cycle (more of a curve, really) describes the rise and fall trajectory shared by many emerging technologies, from Second Life to the iPad. It begins with a technology trigger that creates an upswing of media and user interest leading to a peak of inflated expectations, after which a trough of disillusionment occurs as expectations are not met or the shine simply wears off. This is followed by a gradual slope

of enlightenment where more modest assessments are made, culminating in a plateau of productivity as the lasting utility of a tool is determined.

Piloting web voice and video in libraries personally taught me an important lesson about working with technology: Snafus are going to occur, and a concept rarely performs to expectations. What matters is how you learn from yourself and others in order to improve your own implementation experience.

Instead of taking a new application and running with it blindly, we can create a layered perspective on how and why it suits our local needs:

■ **Utility**—First understand a product's technical foundation.

■ **Application**—Then, examine how it is hyped, adopted, adapted, and rejected.

■ **Insight**—Finally, implement with a critical understanding of its capabilities and caveats.

It is this process that transforms the hype cycle into an innovation trajectory. By sharing the knowledge that is gained, we come to understand the importance of context in innovation. Those of us with the flexibility to experiment can contribute hugely to the field by shining a critical light on our efforts and outcomes, positive and (especially) negative. Those of us without flexibility who still manage to pull things off can contribute just as hugely by doing the same. ■

CHAR BOOTH is e-learning librarian at the University of California, Berkeley. This article was adapted from the July 2010 issue of *Library Technology Reports*.



Instead of taking a new application and running with it blindly, we can create a layered perspective on how and why it suits our needs.

I'm Sorry, You're Out

Imagine the world without Google or Wikipedia

by Joseph Janes

Let's see, which of my various forms of geekdom have I copped to in this column? Game shows? Check.

Olympics? Check. On to reality TV, I guess. Not the *Bachelorette*/*Real Housewives*/*Jersey Shore* type of show (ick); think more *Amazing Race*, *Dancing with the Stars*, and of course *Project Runway*.

I love *Runway* because of the clever challenges: Here's some gum, chicken feathers, and duct tape; make a prom dress. The way it rewards creativity and originality, Heidi's faux-sincere air-kiss sendoffs, not to mention the occasional hissy-fit meltdown. For years, I've wanted to devise a way to incorporate similar ideas into my teaching, and I finally took a shot this year with a series of assignments under the inevitable rubric of "Project Reference" (insert groan here).

Ingenious responses

It worked pretty well; I got some ingenious responses to a challenge to evaluate a Wikipedia article in four tweets (gotta learn how to use new tools for traditional tasks), and in particular I loved the final challenge: Come up with tasks for next year's class.

Quite independently, I was part of an ALA/Reference and User Services Association preconference in Washington, D.C., in June, and I offered the "challenge" idea as a small-group activity. The planners agreed, and we used the winning entry from my class (thanks to Wesley Nelson, James Rosenzweig, and Lee Staman): Google

buys every major search tool and is then shut down as a monopoly, and in the same week Wikipedia goes bankrupt. Choose three freely available websites as the best starting points for the widest possible range of inquiries.

Some very good ideas emerged, especially with only 20 minutes to work on this: BBC and nytimes.com, PubMed,

Project Gutenberg, OALster, Intute, and several fact and statistics sites like the Census and usa.gov. I was particularly intrigued by choices like Facebook and Wolfram Alpha. The celebrity panel of judges chose joint winners: the Wayback Machine, loc.gov, and britannica.com (Lois White of the Getty Research Library, Christine Cox of LDS Church History Library, Lisa Jett of Washington County Public Library in Virginia) and Britannica along with ipl2 and WorldCat (Chad Crichton of the University of Toronto in Scarborough, Lisa Johnston of Sweet Briar College, Robin Canuel of McGill University).

Each of these covered similarly varied areas: something bibliographic (and yet nobody picked Amazon—hmm), something encyclopedic, and, while we're at it, the most respected and authoritative, and a natively web-based tool. One wonders how strongly these choices are flavored by librarianship and a penchant for compre-

hensiveness, authority, a balance between books and the web. Would civilians, do you think, have come up with similar ideas and combinations?

The unasked question is what the information world would look like

without these titans of the free web. Yes, we all recognize that if this really happened, new tools would arise quickly to fill the voids that would be left. How

closely would they resemble the dearly departed?

Would a "new" search tool look or feel or work differently, be based on different assumptions or algorithms? And would the world turn to Citizendium or Knol, or would yet another "new" kind of encyclopedia arise, minus the bureaucracy and edit wars? Or would something entirely new happen? Do the current ideas of search and encyclopedias get in the way of some truly novel and dramatic innovation in information-finding?

The best suggestion of all? Give everyone a shotgun and some gasoline—losing Google and Wikipedia simultaneously would undoubtedly lead to a Mad Max-like fall of civilization, so it'd be every person for themselves. Might well be true . . . but that's another story. ■

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



Would a "new" search tool look or feel or work differently, be based on different assumptions or algorithms?

Guided by Barcodes

QR codes link patrons to the library

by Meredith Farkas

Whenever I've created an instructional handout for students, I've struggled with what to include. For everything that ends up on the sheet, there's usually five times as much that would be useful to students in the class. I include the URL to a web page with more content, but URLs are often long and I wonder if students will take the time to enter a long URL into their browsers.

Imagine if students could simply scan a barcode at the bottom of your handout with their cell phones and be taken to a website or tutorial you'd created. This sort of seamless access is now possible with QR codes. Also known as Quick Response codes, QR codes are 2D barcodes that any camera-enabled mobile phone can read.

Picture this

There are many free websites where you can generate QR codes. You can program the barcode to take users to a website; dial a phone number or send a text; or pull up text, image, or video content. To scan a QR code, mobile users need to download one of the many free QR code readers available.

There are many potential applications for QR codes in libraries. In addition to linking students to additional instructional content, librarians could use QR codes in instruction to link students to a quick survey, to a page with their

reference service's contact info, or even to a page where a student can text or IM a librarian. If your library owns a device

that patrons frequently have trouble with—like a microfilm reader—you could put a QR code on the device, which will link patrons to a video demonstrating its use. Libraries could also orient new patrons to the library by having a QR code scavenger hunt. Each barcode would contain a clue that would lead patrons to the next location.

QR codes could also be helpful for guiding patrons to useful books and articles. Contra Costa County (Calif.) Library received a grant to put QR codes on popular books that link the user to read-alikes. QR codes on books could also take patrons to an online book-review page or to a list of other books cataloged under the same subject headings. The University of Huddersfield Library in the United Kingdom posts QR codes next to print periodicals that link the patron to the electronic version of the journal.

Links to the past

I see the most promise for QR codes in special collections, museums, and other cultural heritage institutions.

An academic library with a collection of historic campus photos could post QR codes at sites around campus. Each barcode would link



Imagine if students could scan a barcode with their cell

phones and be taken to a website you'd created.

users to historic photos of that location. A museum could provide additional information about an artifact with a QR code at the end of the item descrip-

tion or could even link patrons to related content such as videos or primary source material. These barcodes could connect people to history in much richer ways and within their daily lives.

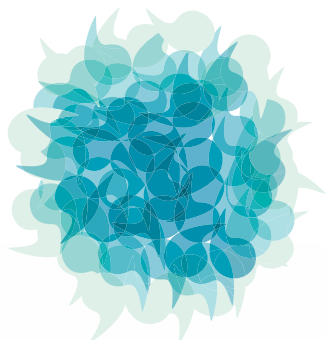
QR codes are heavily used in Japan, where they're on buildings, products, advertisements, and more. Most people are still unfamiliar with QR codes in the United States, but this will change as more high-profile companies promote their use. Google encourages retail establishments to place a sticker on their storefronts advertising that they're a Favorite Place on Google. This sticker contains a QR code that will direct a mobile device to the company's entry in Google Places.

While QR codes hold great potential for linking patrons to content and services, only a small portion of our population will probably take advantage of them until they become more mainstream. ■

MEREDITH FARKAS is head of instructional initiatives at Norwich University in Northfield, Vermont, and part-time faculty at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at librarysuccess@gmail.com.

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Party On!

at Your Book Discussions

Shouldn't a book club be about the fun of sharing?

By Alan Jacobson

An avid colleague once told me that facilitating a book discussion is the most fun we can have at work. She was right. However, she didn't mention the three Rs of any professionally done book discussion: reading, rereading, and research.

As lovingly dedicated book laborers, we do most of this in our off-time with little concern (or hope) for compensation since we have so much to do every day at work, and since we love doing it. As a result, we spend countless hours first reading, then revisiting and carefully plucking pertinent themes and discussable topics—the grand ideas that make for great discussions. Then we grab some biographical information and additional questions off NoveList, Gale Literature Resource Center, the publisher's website, reviews, Amazon, Booklist, and so forth, not to mention all the pertinent books, whether criticism or biography. As information professionals, we cast a wide net.

Now—all that hard work that you are so proud of? Eviscerate it. Spend time on the ugly necessity of editing and cut it down to size.

True, the 30 hours (or more) of research and development you have done so far is rewarding and interesting. You are the expert on your book, its author, and all related works, precedents, influences (not to men-





tion read-alikes for takeaway), and life's grand ideas as represented by your book.

But a discussion that would do your research justice could last 10 hours. You have to pare your presentation way down. Then—and only then—will you feel you can lead a discussion you can honestly be proud of.

There's no need for all this stress and worry. Take a break from the intense work of readying for a book discussion—and keep your library's focus on books—by making your next book discussion a reader party.

Set up food and beverages, and then sit and relax. All you have to do is talk about your book—a book you want to read, for once. After engaged patrons hang on your words, make it their turn. Sit back and let them do the work for you. Enjoy an easy, inexpensive, relaxed program that not only runs itself but brings it back to the book.

My first boss, Ann Weaver of Westchester (Ill.) Public Library, runs a tremendously successful summer reading program for adults. She signs people up, and they read whatever they want. At session's end, they attend a party. In Westchester, Illinois, which has a population of 17,000, Ann's parties attract dozens. Amazing statistics, for those of you who greet between two and six people at your discussions.

In conceptualizing Oak Park Readers, Oak Park (Ill.) Public Library's very own book lovers' appreciation society, I tried to do something similar. I brainstormed with colleagues and we boiled it down to one question: "What do people want out of these things?" We swapped tales of meager discussion turnouts and the gifts left behind: knickknacks, coffee mugs, toys. The lesson learned: Patrons have enough stuff. They love books, some even more than we do. Remember S. R. Ranganathan's fourth law: "Save the time of the reader"? Well, we are here to save the time, rather than clutter the life, of the patron. So the concept was to bring it back to the book.

A no-stress book club

We did a lot of work on the front end to make Oak Park Readers as low-stress as possible for patrons and the facilitator. Still, I stressed and worried; we always want these things to be as good as possible and sometimes fret ourselves to disaster (but that's another article). I thought back to library school—in particular, my Readers' Advisory class. My professor, Joyce Saricks, taught us to glean whatever we could from everything associated with a book or genre, learning in depth about the author, what appeal the book held, and what genre it fit into according to that appeal.

Joyce also taught us how to deliver an effective and engaging booktalk. Read the book. Read the reviews. Read the flaps. Skim the book. Introduce it with publication date, genre, author, and number of pages. Deliver your knowledgeable synopsis. Then take it a step further and

relate the book's appeal by recommending read-alikes and bringing it home for your audience.

All well and good, but Readers' Advisory was a semester-long course. How could I bring all this across to patrons in five minutes?

Moderating is key

The book-party concept was rolling. The moderator was ready. The concept was almost there—the idea of books being the focus. Good. But what else did it need? Patrons who will also booktalk.

That's not as elusive as it seems. I was surprised at how much people wanted to open up and talk about their beloved book. At the desk, I sometimes marvel at how sophisticated and passionate patrons can be in effusing about media they love. Sharing about music, movies, or books is one of the most mutually satisfying transactions we can experience on the job. These conversations can take an hour and range through life experiences until, as professionals, we redirect the conversation back to recommendations.

The challenge, then, for an Oak Park Readers moderator, would be to channel and contain eager participants' energy. But, I found, it didn't matter. Each patron has his or her own style. The same nods of appreciation greeted my librarian's talk and those following mine. Someone put my book in her pile for checkout. Minutes later, the next person took the floor.

One regular (we'll call him Gene) likes to talk. At every book discussion, regardless of whether it is about *The Diving Bell and the Butterfly* or *The Feminine Mystique*, Gene will somehow manage to direct the discussion to his favorite topic: himself. As moderators, this is when we have to do the hard work. With over 30 people eager to share their favorite recent read, I had to do the math and make sure Gene stuck to less than four minutes—not long for an average person, but a blink of an eye for him.

Even though Gene hides it well, he has feelings like everyone else. So from the outset, I make myself the bad guy, the referee, the moderator. Efficiency is key. At the program's outset, make your introduction, thank everyone for coming, and explain the rules. State that talks will be limited to five minutes to give everyone time, and that the rule is one book per person unless there's time for more (some people will bring a stack). When someone's talk is going too long, remind them with a cue—a Frankenstein-like rise and approach will do. Keep in mind the amount of time possible per person. Rather than allowing a brilliant patron to expound at length on the great themes of her beloved text, make her wrap it up. Cut it short.

I sometimes marvel at how sophisticated and passionate patrons can be in effusing about media they love.



I've heard the line from many a colleague that there are always a few hard-to-handle discussion members who take up the bulk of our time. But the best perk of working in a library is the patrons. We are all in the business because we love serving people in the truest sense of the term. (It's like being in the service—a sort of military for the mind.) I am constantly surprised at how intelligent, fascinating, and passionate our patrons are. Each is a bottomless well of life experiences and interests, even the aforementioned Gene.

People clamored for more. Once the success of this program was established, our natural thought was to answer patron demand and have it more often. Big mistake. Its impact was diluted by holding the party monthly. No longer

was it an occasional treat. As a regular program, it became a chore for librarians and patrons alike. Nothing we did helped. A specially designed T-shirt giveaway, better-quality

refreshments, a big marketing push—all were useless in the face of having overplayed our hand.

Is a reader party fun and easy to do? Yes. Buy a tray of savorys, a tray of sweets, fixings for coffee and tea, read a book, prepare a booktalk, set up the room, provide a web presence or simply a Goodreads page, and sit back and enjoy. Does a reader party take the place of a book discussion? Absolutely not!

Book discussions will always thrive. Recently a teen volunteer confided to me that her perfect library of the future would contain books that people could “live.” In other words, when she picks up *Pride and Prejudice*, she's chatting with Elizabeth and Mr. Darcy.

A book discussion serves this function. Our relationship with a book doesn't die when we put it down. The perfect library of the present serves as a place to keep that torch burning. The vicarious experience, the total immersion in the magic of the printed word, is what a book discussion not only sustains but builds upon. People will always be discussing *Pride and Prejudice*, and be the better for it.

A free-ranging session can add to your book discussion program. Think of that time the book discussion ended a bit early. You asked participants what was currently sitting on their nightstands. An hour later, you slowly backed away because the discussion had veered from the book *Provenance* to the handling of art to a great book someone just read about Edward Hopper's *Nighthawks* to a local restaurant inspired by that painting to that book where the couple hits the road looking for the best restaurants—you get the picture.

In fact, a book party can be a great time to come up with your next book discussion selection. And many who attend

Oak Park Readers take notes for their next discussion on what their fellow bibliophiles are promoting. A note, though: Rather than running every book discussion yourself, it may be better to just coordinate them. Give coworkers a chance to learn the ropes and run their own. A reader party is a great first training step.

This type of program is also great because we get to see who people really are—and it is rarely disappointing.

A reader party reveals people. I have had bad days made great by the endless pleasant surprises of patrons showing who they really are and strutting their literary stuff. People from their teens to their 80s attend Oak Park Readers to share their unique perspectives. A Korean immigrant attends to expound on her passion for Paul Auster and improve her nascent English. An older woman and book-club devotee brings her notepad to relate her lengthy observations on her chosen text. A young African-American woman takes notes as if she is in class, learning (which we all are doing). She perks up when Joanna, a spirited 19-year-old, delivers a post-mortem about J. D. Salinger, her favorite author. A Polish woman approaches me asking if it is OK to “study” Oak Park Readers and bring it back to her university.

Sharing is caring

Of course, I told her that it was perfectly acceptable—as well as flattering. Others have called and e-mailed to ask how I run this program, saying their manager wants them to implement something similar and asking whether that would be all right. I respond in the affirmative, because that is one of the great things about librarianship: We are professional sharers. We create, a colleague across the country (or the world) borrows, steals, riffs, and brings our creation a step further, improving on our idea.

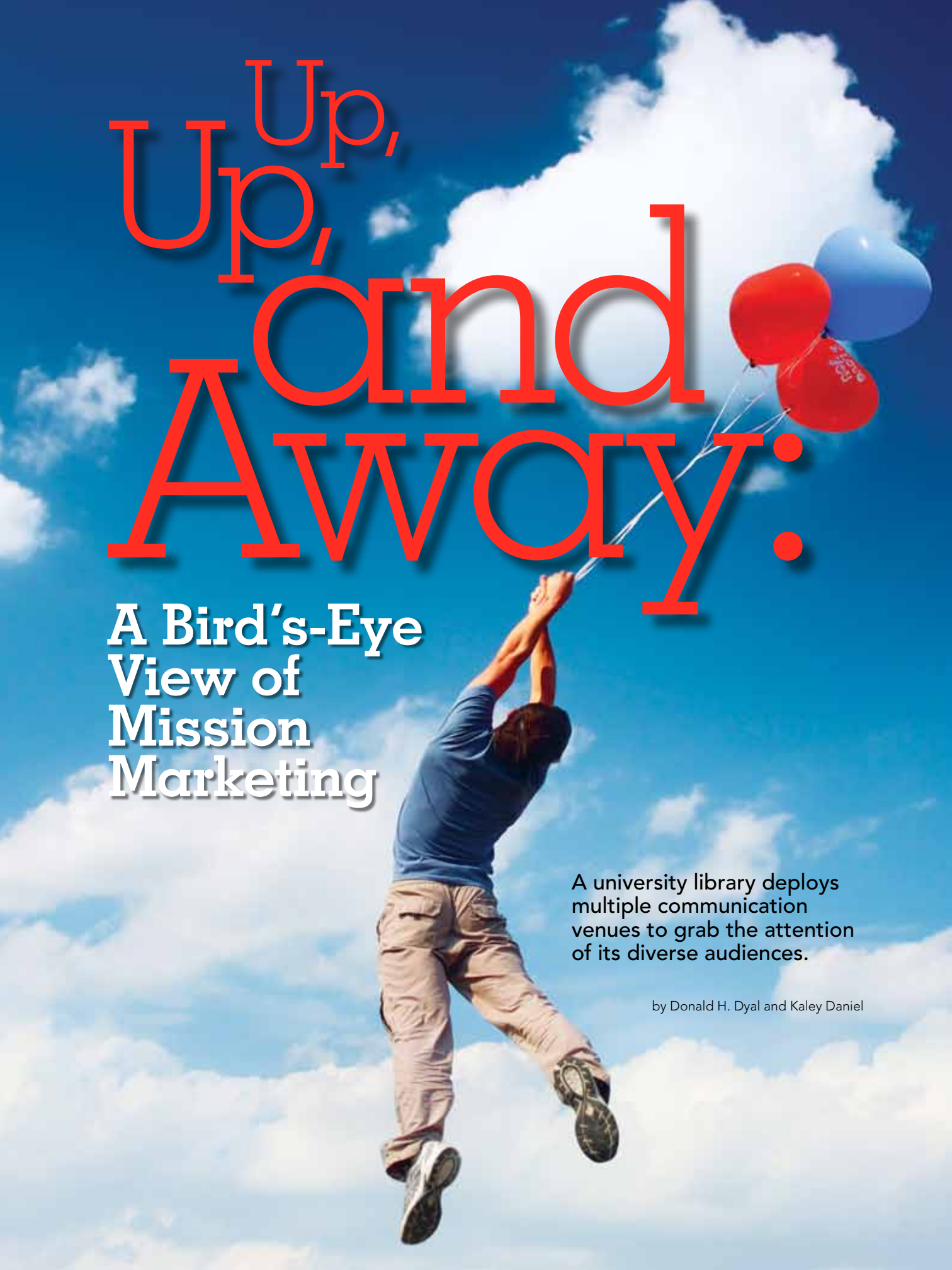
Colleagues are sometimes surprised that I intentionally devised Oak Park Readers to be as easy to manage as possible. The idea all along was that anyone should be able to do it. And the one time I had to miss a party (I really was upset not to be there, these are fun!) it went off fine. There was a bit of a “substitute teacher” problem, though: When one patron wanted to briefly discuss a film, another said, “Alan would never allow that.” Apparently the friction was intense.

If I had been there, I would have calmed tensions, checked the clock, and told the film buff to go ahead and share. ■



ALAN JACOBSON is a volunteer coordinator, teaches computer classes, and leads film and book discussions in his capacity as librarian at Oak Park (Ill.) Public Library.

This type of program is also great because we get to see who people really are—and it's rarely disappointing.

A man in a blue t-shirt and khaki pants is hanging from a rope, reaching up towards a cluster of red and blue balloons. The background is a bright blue sky with white clouds. The title 'Up, Up, and Away!' is written in large, red, stylized letters, with the man's hands and the balloons appearing to be part of the letter 'y' in 'Away!'.

Up, Up, and Away!

A Bird's-Eye
View of
Mission
Marketing

A university library deploys multiple communication venues to grab the attention of its diverse audiences.

by Donald H. Dyal and Kaley Daniel

Early in July 1982, Larry Walters tied more than 40 weather balloons to his lawn chair and rose 16,000 feet above the smog over Los Angeles. Spotted by various aircraft, he descended by shooting the balloons with a BB gun, eventually drifting some 20 miles. He ended up hanging from some power lines. FAA officials fined him \$4,000 while shaking their collective heads. No one knows what happened to the lawn chair.

Occasionally, one hears of library marketing campaigns launched with about as much forethought as Larry's jaunt above L.A. In the bad old days, interested librarians would huddle around cauldrons muttering various and sundry spells, hoping to catch a glimpse of a marketing idea that would concoct greater visibility or better public relations. Those cauldrons have long since bubbled away their last vision—and that is just as well since some of them were far less than the sum of their parts. Today, libraries must test their steel with legions of entertainment and information-gathering competitors, and unfortunately many show up on the battle line with marketing strategies borrowed from George Armstrong Custer's playbook at Little Big Horn.

Marketing takes more than cauldrons or brainstorming: Marketing needs a plan. Texas Tech University has that plan and truckloads of evidence that it works.

The challenge we all face is that the diverse and divergent audiences we must address also have diverse and divergent communication venues. It is not just that one size does not fit all; some have no sizes. Each audience must be approached by multiple venues over time—it's a complicated and creative opportunity that is both fun and organizationally rewarding. For example, when the Texas Tech University Libraries launched its first-ever awareness campaign in August 2008, it consisted of pushing integrated messages about library services through multiple communication venues based on a strategic marketing plan. By the end of the academic year in May 2009, with a grand total of 1,956 distributed marketing pieces, the libraries saw database searches double, a 25% increase in full-text journal usage, and growth in page views on our social-networking sites.

Other, similar marketing efforts have yielded significant double- or triple-digit increases. The carefully crafted plan employed and involved every communication tool available to reach our audiences. That may sound broad and generic enough, and in a sense the creation and distribution could be seen as pretty cookie-cutter, but what it boiled down to was the use of a cookie-cutter recipe that could be applied to a bunch of different molds to reach the intended audience(s). In a nutshell, we picked six services that key stakeholders within different areas of the libraries saw as undermarketed that could have the greatest impact on students' academic endeavors:

1. Wireless internet access increase
2. Digital collections

3. Lynda.com subscription
4. KIC scanners, personal librarians, and electronic resources
5. Digital media studio (DMS)
6. 3-D animation lab

Next, we plugged each of these six promotions into the academic calendar so that each would have two weeks in the marketing spotlight. From there, we considered the audiences—both campuswide and segmented—for each promotion, and selected which pieces to create and distribute from a list of all possible venues both financially and physically available to us.

For example, let's compare the increased wireless internet promotion—which had a very broad campuswide audience—to the DMS promotion, which also had segmented audiences. The communication opportunities looked like this:

| | WIRELESS | DMS |
|-----------------------------------------------|----------|-----|
| Parent Relations monthly e-mail | ● | ● |
| Liaisons HTML e-mail for faculty | ● | ● |
| Graduate School HTML e-mail | | ● |
| Faculty/staff e-mail signature | ● | ● |
| TechAnnounce | ● | ● |
| Mobile Digital Unit slide | ● | ● |
| Public computer wallpaper | ● | ● |
| Website news story | ● | ● |
| Podcast (website & iTunes U hosts, DMS iPods) | ● | ● |
| YouTube video | | ● |
| Facebook post | ● | ● |
| MySpace post | | ● |
| <i>The Daily Toreador</i> ad series | | ● |
| Flyer | ● | ● |
| Poster (campus & CitiBus included) | ● | ● |
| Door/elevator sleeve | ● | ● |
| Postcard | ● | ● |
| Bookmark | ● | ● |
| Window cling | ● | ● |
| Table tent | ● | ● |
| News release | | ● |
| Classroom/student organization presentation | | |
| KOHM radio spot | ● | |

As you can see, for the DMS promotion we tacked on specific central communication opportunities to home in on segmented audiences whose need for the technology and services offered through the DMS were already hard-wired. These opportunities included:

- Graduate school HTML e-mail—we designed it, the graduate school sent it to their distribution list

Marketing takes more than cauldrons or brainstorming: Marketing needs a plan.

- Ad series in campus newspaper—technologies and services highlighted in multiple ads per week
- Flyer for select Mass Communications and Art professors—which they distributed to their electronic media, photography, advertising, graphic design, and other classes
- Postcard—mailed to Mass Communications and Art student organizations
- Bookmark—left out for pickup at the DMS Service Desk
- Classroom/student organization presentations within the Mass Communications realm
- YouTube video

The obvious principle underlying these marketing efforts is simple: Libraries have to be proactive—seeking new ways to make themselves known to the patron wherever the patron might be—although a patron's actual physical location does not, and should not, really matter. Sure, you might try newer, trendy communication tools, coupled with traditional methods, but in doing so you have to be ready to continuously flex and adapt to whichever new trendy tool/environment takes off. One of the lessons learned is that what has worked in the past may not deliver in the future. The landscape changes with tsunami-like rapidity. The means employed must be flexible, intuitive, and cheap. Aggressively taking a marketing beachhead means more than the ability to create deliverables that have to provide a positive return on the investment. Assessment tells us whether that happened. Thoughtful assessment suggests how to improve the process and the deliverables.

If you launch a new service, how do your patrons know it's available? From that sign you posted at the circ desk? Not quite—remember a patron's physical location does not, and should not, matter. From your website post, then? No—in fact, almost never! Websites are passive—a patron has to already be there for a web posting to do any good. Marketing is active, not passive—by definition, putting something on a library website is not good marketing practice. While websites are informative, they do not grab the attention of anyone who is not already there, and many (most?) websites do not even seize the retinas of those who are there. While websites can be useful information sources, frequent users bookmark the parts of the site they most often visit—and your news section or the home page is probably not the one that is bookmarked. Effective marketing requires that the message head-butt the user multiple times before it actually enters the frontal lobes. Only those who are looking for your message need to hear it only one time; everyone else needs to hear it repeat-

edly before the message makes an impression. For that reason, multiple venues and variations for the same message are the only ticket to success—and even then, our plan is dicey if we have not created a compelling message.

“Compelling message? Gee, how do I do that?” Well, that is a whole different article—but it is tied up in hiring and retaining out-of-the-box creative thinkers and utilizing multiple media to deliver the same message. Scan the previous suggestions for the two examples and it is obvious that we used video, music, text, images, art, graphics, and more, all zeroed in on our simple message. In fact, a student at Texas Tech had to work hard not to get our message in at least one form. We sent so many missiles down-range, at least one of them had to connect.

In all of today's drama, the underlying instigator is change, with the result that change is the new way of doing business. Libraries are changing so fast that change is actually becoming the norm. So, with change you face the conundrum of constantly creating more efficient and effective communications—both internally and externally. Communications must go beyond a web page or an e-mail. Assessment tells you whether you are having an impact. Assessment tools can be simple or they can be elaborate.

The bottom line: Assessment is a tool, not an end. Use it to hone and refine the message and the medium(s). The toolkit also must include a big bottle of self-confidence pills. Some ideas that sounded sure-fire in the heat of a brainstorm, fizzle. Learn from it and move on. Trial and error works—at least initially.

One don't-leave-home-without-it way to ensure your communications strategies reach your patrons wherever they are is to make marketing mission-focused. When an organization's mission statement includes marketing and promotion of its services, library faculty and staff are armed and ready to soar because, after all, they've already bought into that bigger picture—and it doesn't get much bigger, more strategic, better-tested or higher-priority-driven than when it's mission-focused. Just remember to change your communication opportunities, too. The more, the merrier—and the less likely your new service will be left hanging. ■



KALEY DANIEL holds an MBA from the Jerry S. Rawls College of Business Administration at Texas Tech University and is the leader of an internationally award-winning creative team as the Director of Communications and Marketing for the Texas Tech Libraries. **DR. DONALD H. DYAL** serves as Dean of Libraries at Texas Tech University.



Books and Literacy in the Digital Age

Can we grow technophiles who are also bibliophiles?

By Ralph Raab

I'd like to admit something to you up-front: I love books. I don't mean the "Isn't-the-new-Stephen-King-great?" type of love. I'm talking about a real passion here: I love the way the binding cracks the first time you open a new hardcover book; the little globules of glue that cling to the corners of the binding; the feel of a small book held in one hand, or the heft of a large book as it sits on your lap. But most of all—and I admit this without the least iota of shame—I love the smell of ink and paper, whether old or new. It's absolute olfactory heaven.

Don't get me wrong. I still love my BlackBerry, my Xbox, and using the internet for research or to shop at all hours of the day. In fact, technology shares my life with books in equal parts. And that's precisely why I'm so perplexed when I read articles or hear on the news that books are slowly and inexorably vanishing, that computers, handheld eReaders, and iPods will surely win out and force books

out of our schools, our libraries, and ultimately, our lives.

Not so fast! Codices—or books as we know them now—have been in their current form for nearly 2,000 years, and the technology that threatens their existence has only been around for four decades—two decades if you count widespread use. But before we can discuss how the new technology can be used side-by-side with books to promote

literacy, it behooves us to first understand how we got to this point as well as the demographic that is sounding the death knell for printed matter.

As a librarian, it stands to reason that at some point in your career you've wondered just how you can help get young people to enjoy reading. Well, I'm here to tell you that if you've ever felt like a failure in that regard—don't. The simple fact is this: Literacy starts at home. If parents surround their child with books, read to him or her from the start, and promote reading throughout the child's development, chances are quite good that the child will grow up to be a reader. And the more he or she reads, the more he or she *will* read.

This is illustrated by the Matthew effect, a term coined by sociologist Robert K. Merton. It's a phenomenon whereby the rich get richer and the poor get poorer; when applied to reading, it can be said that the more a child reads, the more he or she can read. Vocabulary skills get stronger, more intricate plots can be followed, and what once seemed a chore can soon be enjoyable. It's just like exercise: Do it every day and you'll feel energized; do it once a month and you'll be in pain.

Millennials—people who were born roughly between 1980 and 1995—have been quite literally growing up alongside the technological advances in the informational realm. As such, many have grown into technophiles and bibliophobes, as well as people who feel at home doing five things at once. It's easy to pick them out in a crowd: They can frequently be seen texting, listening to music, watching TV, instant messaging, and doing homework—all at the same time. Some would argue that the proliferation of electronic media in children's lives would cause them to become functionally illiterate. This isn't really true; in fact the opposite is true—our youth in recent years have become e-literate.

The false promise of technology

The milestones in the history of the printed word were initially spread out over several thousand years. It took civilization nearly 7,000 years to get from the invention of writing, through the inventions of the scroll and the codex, and eventually to the invention of moveable type—introduced through the printing of the Gutenberg Bible in 1455. Since that milestone, though, there haven't been many earth-shattering developments to advance the printed word. But with the advent of the internet in 1969, information technology accelerated at an exponential rate—something that has not escaped the notice of one particular global demographic, the millennials.

A 2007 study showed that frequent television viewing during adolescence caused attention deficiencies—a fact

that can only make you wonder what the added effect of all the new technology has done to the average attention span and the ability to read anything longer than a blog entry. You would think that schools would try to counter this trend by putting more funding into their school libraries and reading programs. But if you thought that, you'd be wrong.

According to Todd Oppenheimer in his book *The Flickering Mind: The False Promise of Technology in the Classroom,*

and How Learning Can Be Saved, from the early 1990s through the first part of this century, school districts across the country spent billions of dollars promoting computer-based learning, promising that computers would engage students in a way that books could not. A school district in Union City, California, spent \$37 million to buy computer equipment and software—and paid for

it by cutting science equipment and field trips. An elementary school in Los Angeles dropped its music program in order to hire a “technology manager.” But we need to ask ourselves: After nearly two decades of this philosophy, have we seen a rise in literacy? The answer, sadly, is no—or at the very least, not nearly enough to justify what we have lost in the process.

But there is one bright spot in these sobering statistics: You must be functionally literate in order to use the internet. This has led to a phenomenon called e-literacy, a practice begun and perfected by millennials.

E-literacy incorporates all of the reading children do online, as opposed to offline with hard-copy text. Chances are that any random child spends more time instant messaging, texting, blogging, creating or adding to wikis, doing online research, tweeting, or using social networks like Facebook or MySpace than curled up with a good book. But when parents and teachers criticize the amount of time kids spend online, they're forgetting that you have to be literate to use the internet effectively. By focusing children's enthusiasm for online exploration and expression on powerful educational tools, parents and teachers can promote literacy alongside technology.

Kindles and Readers and Nooks

The Amazon Kindle, the Sony Reader, and the new Barnes and Noble Nook are great tools for casual and avid reader alike—with some drawbacks. You can put thousands of books into your digital reader and take it on vacation with you. It also allows you to adjust the font size for easier reading; if you need a large-print book, you can simply buy the original version and resize it. And e-book pricing can't be beat: You'll pay anywhere from \$6–\$10 per book, so if you're a voracious reader, the digital reader will pay for itself in lower book prices. You can even take notes in

By focusing children's enthusiasm for online exploration, parents and teachers can promote literacy alongside technology.

the electronic margins of the e-book you're reading, just as you would in a hard copy. And the ability to wirelessly download a book instantaneously makes it almost a no-brainer to buy, right? Wrong.

The same things that make digital readers great can make them not so great, and sometimes in a scary way. In July 2009, Amazon pulled digital copies of George Orwell's *Animal Farm* and *1984* from its Kindle store because the publisher of those books decided it didn't want to offer a Kindle edition anymore. In an ironic Big Brother-esque twist, Amazon also remotely deleted every copy of those e-books that people had already purchased and offered instead a voucher for a future purchase. This action was tantamount to somebody sneaking into your house in the middle of the night, taking one of your books off your shelf, and leaving in its place a bookstore gift card for a different title. One major problem (besides the obvious one) is that some people—college students in particular—had taken notes in the margins of their e-book copies of *1984* and *Animal Farm* in advance of writing a paper or taking an exam. Those notes—along with their books—vanished into thin air.

This is the biggest drawback to digital readers. There are other e-book downsides that hard-copy book readers don't need to worry about. Books don't have batteries that run out. You don't have to turn your book off on takeoff and landing, which has to be very annoying to e-book readers; after all, isn't one of the biggest advantages that you can take lots of books with you on vacation in one small device? And at the beach, spilled tanning lotion or rogue waves are apt to be less destructive to your paperback.

Google and digital libraries

But Kindles, Readers, and Nooks can actually help parents, teachers, and librarians make children more literate. In a recent informal poll of a 5th-grade class, students were asked how many would admit to not reading as much as they think they should—to which approximately half replied in the affirmative. That half were then asked how many thought getting a digital reader for the holidays would inspire them to read more. Half raised their hands. Simply by having a cool new gadget in their hands with the ability to download their books instantly could potentially increase literacy in one grade in one school by 25%. If boards of education across the country still want to spend the bulk of their funds on digital initiatives, I would submit that they consider putting digital readers in the hands of their students, instead of subscribing to the Next Great Thing in the digital realm: the digital library.

One of the greatest advantages to having a digital reader is the ability to wirelessly download content 24 hours a day. If you're just looking for free e-books, then

Project Gutenberg is the place for you. There are over 30,000 books available for download to any portable device: PC, cell phones, or readers. Most works are classics whose copyright has expired—hence the cost-free price tag.

The convenience and accessibility of e-books haven't gone unnoticed by many library organizations, most notably the Internet Archive, which boasts "over one million books—free to the print-disabled." But there's much more than that; the archive allows for downloads of movies, software, and audio files as well. Other similar projects include the World Digital Library, sponsored by UNESCO, NetLibrary (until recently operated by OCLC and now operated by EBSCO), and the Internet Public Library, which has special areas for kids and teens. Many online libraries allow for the download of digital content for a specified period of time, after which the content is disabled.

But no digital library has garnered nearly the attention that Google has for its efforts to digitize *every book ever printed*. To that end, in 2004 Google teamed up with the New York Public Library to digitize its collection and shortly thereafter joined forces with the Library of Congress to do the same. It didn't take long for Google to run into a wall: authors didn't want people to be able to download their books for free. Lawsuits were filed, and as of mid-July the issue hadn't been resolved. And although Google continues digitizing books each day, some book content simply cannot be accessed online—most notably books written after 1915 (most books are copyrighted until 95 years after publication, after which they fall into the public domain).

You may have heard about this but never realized what a great research tool it can be for use in the classroom, library, and at home. Let's say you need to find the passage that depicts one of the greatest images in American literature: Tom Sawyer whitewashing a fence. Navigate your web browser to Google. At the top where it says "More," use the dropdown menu and click on "Books." Type "Tom Sawyer" in the search box, then click on the first book that comes up, which should be *The Adventures of Tom Sawyer* (if not, it should be second or third). In the search box on the left, type "fence." Every instance of the word fence in *The Adventures of Tom Sawyer* will be displayed on the screen. The scene you're looking for can be found within the first 20 or so pages, so you'll want to click on one of the lower page numbers. And there you have it: You've found a famous literary passage in less than a minute (with practice). Using the advanced book search at the top helps you to refine search terms and keywords to get *exactly* what you're looking for.

This powerful tool in helping children to "get back to literature" uses the thing they love most—technology. It's

Although Google continues digitizing books each day, some book content simply cannot be accessed online.

also just one small thing that parents, teachers, and librarians can use to help society develop a culture of literacy and get our kids reading again.

Computers, it must be said, are causing irreparable harm to our literary history and heritage. Visit the Morgan Library and Museum in New York City some time and revel in the different drafts written by Dickens, Hemingway, Faulkner, and the like. Look at all the cross-outs and notes in margins that give us a peek into the creative process like nothing else can. Read entire sections of text that never made it into the finished masterpiece as you ponder what, exactly, made this passage unworthy.

Then, think of the fact that books aren't written like that anymore. Future masterpieces may not have drafts that we can look at and pore over in wonder. Everything is done by computer now; the first draft is written, then changed and changed again—possibly with previous versions deleted or unsaved. We may never have any way of knowing what was going on in the thought processes of our present and future literary masters.

Creating a culture of literacy

But we will always have the buildings they helped to create: temples built for the love of books. It always escapes me why teachers hardly ever think to take their classes on field trips to our country's greatest libraries. For me, every trip to Washington, D.C., is crowned by a visit to the main reading room of the Library of Congress. You think the dome in the Capitol Building is beautiful? It pales in comparison to the pantheon of books at the Library of Congress, and the new myLOC program allows students to register a passport, then use it to answer questions about the library by examining their surroundings. They can also download and save images from the Library of Congress to their passport account and view it all online from home.

New York Public Library is one of the most beautiful structures in the city and houses one of the 48 copies in existence of the Gutenberg Bible as well as the original Winnie-the-Pooh stuffed animals that A. A. Milne based his books on—all on public display. Blocks away is the Morgan Library and Museum, which houses one of the greatest private collections of books and manuscripts ever amassed. The items on display are constantly rotated, so frequent visits there are always rewarded with something new.

Another way to get children interested in reading is through reading groups. Adults have them and should encourage their children to get friends together and form groups of their own. The Harry Potter was a phenomenon because it became a social event. It transcended the literary realm because it was marketed into every facet of

our culture: movies, T-shirts, games. Midnight release parties and costumed events became part of a child's social world and were accepted by almost everyone. We'll probably never see its like again—the Twilight series came close but only gained a fraction of the interest worldwide.

If we can't socialize books on such a grand scale again, we can do it on a smaller, town-by-town basis. Reading groups for children make them feel like they belong to a club. They can choose what they want to read without be-

ing told what to read by a teacher. Each child feels important when it's his or her turn to choose the next book for the group to read, and groups held at different houses allow the parents to host their own social event while the children discuss the book. I've seen it work in various towns, and it has a somewhat viral effect; the more kids who are involved in the group, the more kids who want to join. Nonmembers begin to feel like they're missing out on something.

Robert Darnton of Harvard University makes this point in *The Case for Books: Past, Present, and Future*. Libraries are the one place in the world where books and technology meet. And since copyright issues will most likely never be resolved, people will always need to find a physical book on a physical shelf. Also, not every book can be digitized; there have been different versions of books throughout history, and permission will never be granted by every institution to digitize those editions. The works of William Shakespeare are an example: They have been modified through successive editions over the last 500 years. We will never see every version of his works through Google. Books and physical—not digital—libraries are the cornerstone of democracy. They must not and will not fail.

And if you're still thinking that I'm a little strange for dwelling so much on a book's physical properties—size, shape, feel, and, yes, even smell—consider this interesting tidbit from Darnton's book: In a recent poll taken at a French university, 43% of students queried considered smell to be an important aspect of a book and refused to buy the electronic edition. CafeScribe, a French online publisher, has tried to counter this aversion to digital books by supplying stickers to their customers that give off a "bookish" smell when affixed to their computers. It turns out that the tactical and olfactory experience is just as important to a reader's enjoyment of a book as its content. I feel vindicated. ■

Reading is like exercise. Do it every day and you'll feel energized; do it once a month and you'll be in pain.



RALPH RAAB has been a teacher of music, computers, and study skills in East Hanover, New Jersey, for over 20 years. He is the author of *The Dewey Deception: The First Adventure from the Biblio Files*, as well as the forthcoming *The Gutenberg Gambit*. He can be reached through his website, www.deweydeception.com.

Librarians Head for the Hill to Rally for Reading

Washington, D.C., conference attracts 26,000 enthusiastic professionals

Librarians and their supporters spoke loudly and clearly about the value of libraries during the American Library Association's 2010 Annual Conference in Washington, D.C., June 24–29.

On Library Advocacy Day, some 2,000 librarians and library advocates registered for a rally at Upper Senate Park on Capitol Hill, according to Emily Sheketoff, executive director of ALA's Washington Office, which organized the demonstration. The June 29 rally featured such speakers as young adult author Lauren Myracle, U.S. Rep. Vernon Ehlers (R-Mich.), Sen. Jack Reed (D-R.I.), ALA President Camila Alire, and ALA Executive Director Keith Michael Fiels.

"Keep touting the message that libraries are important," said Ehlers. "I do everything I can here for you, but it's amazing how few people today are supportive of libraries. You have to work actively within the community to get community support. There's no other answer."

Reed, a longtime library advocate noted that "the cost of ignorance is much more great and much more destructive than the cost of libraries."

Following the rally, ALA members and supporters met with members of Congress and their staffs to drive home the needs and concerns of the libraries in their communities facing local budget shortages at a time of in-



Some 2,000 conference-goers stayed on for Library Advocacy Day on Capitol Hill.

creased library use. They urged funding for the Library Services and Technology Act at \$300 million for FY2011, funding for Improving Literacy Through School Libraries at \$100 million, as well as support for Net neutrality and for the Access to 21st Century Communications and Video Accessibility Act.

Conference attendees participated in more than 2,400 sessions and meetings during the Annual Conference. Attendance figures were: 19,513 registrants and 6,688 exhibitors, for a total of 26,201. In 2009, the Annual

Conference in Chicago drew 22,762 attendees and 6,179 exhibitors, for a total of 28,941. And in 2008, the Anaheim, California, conference attracted 16,295 attendees and 5,752 exhibitors, for a total of 22,047.

Securing the future of libraries through advocacy was a central theme of this year's conference. U.S. Department of Education Secretary Arne Duncan met with the board of directors of ALA's American Association of School Librarians and elected leaders from state school library organizations affiliated with AASL. Cassandra

COUNCIL ACTIONS

On the recommendation of ALA's Committee on Education (COE), the Association's governing Council adopted a resolution (Council Document #42) strongly opposing the proposed elimination of Louisiana State University's School of Library and Information Science in Baton Rouge, and urging the university's board of supervisors and state board of regents to continue their support for the state's only MLIS degree program, which has graduated more than 3,500 students since 1926.

Beth Paskoff, dean of the school, and Linda Smith, associate dean of the University of Illinois Graduate School of Library and Information Science, participated in an open forum at COE's Education Assembly.

In other actions at the ALA Annual Conference in Washington, D. C., Council unanimously approved an ALA FY2011 budgetary ceiling offered by ALA Treasurer Rod Hersberger of \$57.2 million and unanimously passed the 2011–2015 Strategic Plan, which outlines core organizational values, key action areas, and goals and objectives. Council also passed a resolution reaffirming equal employment opportunity for gay, lesbian, bisexual, and transgendered librarians and library workers.

"As we experience the worst recession in 80 years, we need to deal with the immediate challenges of downsizing and getting through tough times," outgoing Hersberger told Council. "Through prudent management of our resources, we can leverage the Association's financial strength [to support new business development] and lay the groundwork for future success."

Council also approved six action items from the Committee on Legislation: a measure that urges Congress to commit a minimum of \$100 million for school libraries in FY2011 and beyond to Improving Literacy Through School Libraries (CD#20.6); a resolution to include school librarians in the reauthorization of the Elementary and Secondary Education Act (CD#20.7); commending the

U.S. Senate for its passage of the Faster Freedom of Information Act (S. 3111) (CD#20.8); supporting the Government Printing Office's "Strategic Vision for the 21st Century" pilot project (CD#20.9); and supporting the Equal Access to 21st Century Communications Act (S. 3304) and Twenty-First Century Communications and Video Accessibility Act of 2009 (H.R.3101) (CD#20.10).

Council also gave the go-ahead for the establishment of a Retired Members Round Table, offered by the Committee on Organization, as well as a measure to increase the composition of the Conference Committee to include a representative of the Accessibility Assembly (CD#27.2). A resolution on nondiscrimination

in conference contracts was also passed (CD#45 revised).

Resolutions to ensure equitable access to all formats of electronic content through libraries (CD#44 revised) and urging library directors, trustees, school board members, and supervising government bodies to provide adequate funding for summer reading programs (CB#47) were approved.

Tributes were approved honoring the 40th anniversary of the Black Caucus of the American Library Association as well as the 30th anniversaries of the Asian/Pacific American Librarians Association and the Map and Geography Round Table.

Memorial resolutions honoring recently deceased colleagues were approved for: Frank L. Turner, Spencer G. Shaw, Marion W. Francis, Burton A. Joseph, Lillian LaVerne Lewis, Marilee Fogleson, Patricia A. Morris, Lillian Moore Bradshaw, Suzanne J. LeBarron, and Grace-ellen McCrann.

Convening as the ALA–Allied Professional Association, the ALA-APA Council heard a report from Executive Director Fiels about the receipt of a \$590,000 Institute of Museum and Library Services grant.

"I am pleased to report that APA will have a positive financial result this year with a net positive of \$25,000," Hersberger said, recommending approval of the FY2011 budgetary ceiling of \$243,878 (APACD#4.2).



The ALA Council at work in Washington, D. C.

Read more ala.org. Click About ALA, then Council.

SPEAKER SOUND BITES



TONI MORRISON "I am grateful for your past, because it's mine as well. And I

am eager to help secure your future, whatever route it takes, because that future is mine as well."



AMY SEDARIS "The [library] I go to used to be a women's prison. They say you can still

hear the women screaming. So, um, anybody have any questions?"



JOHN GRISHAM

"In June of 1989, I didn't have much money. But I had a lot

more than my publisher. They printed 5,000 hardback copies of *A Time to Kill*, and I bought 1,000 of them. At the time we didn't have a nice bookstore in town, but we had a very nice library. I was going to buy the books wholesale at nine bucks, and sell them at the library for 18 bucks. So I went to my librarian and said, "Let's have a big book party." We advertised it and a lot of folks showed up, and I signed books, and it was wonderful. But when the party was over, I still owned 882 copies of *A Time to Kill*."

Barnett, AASL president, opened the informal session with a statement emphasizing how school libraries and school librarians have taken the lead in the implementation of the five key priorities set out in "A Blueprint for Reform: The Reauthorization of the Elementary and Secondary Education Act." Secretary Duncan praised libraries and librarians for their achievements. He emphasized the need for school librarians to actively push Congress for the passage of the jobs bill. "Use your loud librarian voices" for lobbying, he said.

Perhaps anticipating Duncan's words, librarians at the Annual Conference focused on ways to get their messages across. Advocacy was also the focus of two key programs developed by Camila Alire and her task force, "Surviving in a Tough Economy: An Advocacy Institute Workshop" and the "Frontline Advocacy Train the Trainer Program."

A joint program sponsored by AASL and the Association for Library Service to Children, "Grassroots 2.0: New Technologies," brought together three experts on delivering effective library messages to legislators. Curtis R. Rogers of the South Carolina State Library presented a slideshow of social media resources that librarians can use to promote the library and engage lawmakers. Jonathan Godfrey, communications director for the House Judiciary Committee, said that the United States is up against the worst economy in 70 years. "Libraries don't automatically get a free pass because they take care of children," he said. "You need to scratch and claw for every bit of federal funding to keep your branches open and librarians employed."

The Intellectual Freedom Committee and the Committee on Legislation presented "Privacy, Libraries, and the Law," which, among other things, examined how social networking websites, especially Facebook, are changing our understanding of priva-

cy, as well as new threats to privacy such as data mining and data brokers.

The challenge of balancing religious freedom and intellectual freedom provided the basis for a program cosponsored by ALA's Intellectual Freedom Committee and the Association of American Publishers, "Blasphemy! When Religious Values Clash with Intellectual Freedom Values."

A panel discussion titled "Reaching Latino Teens through Multiple Literacies: A Program for School and Public Librarians," sponsored by the Public Library Association and the Reforma Children and Young Adult Services Committee, discussed the strategies and programs three librarians have used to reach out to and increase the literacy of Latino teenagers in their communities.

Another discussion, "News Literacy and Preservation: Finding, Using, and Losing the News," featured Meg Smith, a specialist in local news and the lead researcher at the *Washington Post* for the Virginia Tech massacre story in 2007. She asserted that librarians are crucial in assessing the authority of news outlets, determining whether they are credible or the best or only sources. This is especially important when news outlets are increasingly utilizing Facebook. The program was sponsored by the Education and Behavioral Sciences Section and the Instruction Section of the Association of College and Research Libraries.

The Leroy C. Merritt Humanitarian Fund—established in 1970 to provide financial aid to librarians who are in jeopardy for their stand on intellectual freedom, who face discrimination, or who have been denied employment rights—celebrated its 40th anniversary with a gala dinner in the exhibition hall of the Folger Shakespeare Library. The highlight of the evening was the story former ALA President Carol Brey-Casiano told—for the first time in its entirety, she said—about an experience she described as the worst in her professional career: Shortly after



At the inaugural of ALA President Roberta Stevens (right), she and outgoing President Camila Alire celebrate a conference filled with authors advocating for libraries.

in any case, the sign-up sheets were shredded every night. After months of intimidation from the El Paso police because in their view she was withholding information, her Merritt Fund-funded lawyer called to say that the district attorney had decided not to prosecute.

Those attending this year's conference were also treated to a series of speakers who entertained while also sharing valuable insights.

Thousands who attended the Opening General Session responded enthusiastically to remarks by Nobel Prize-winning author, editor, and professor Toni Morrison, whose *Be-loved* earned the Pulitzer Prize for fiction in 1988.

Throughout Morrison's powerful

the September 11 attacks in 2001, two men came into the El Paso (Tex.) Public Library where Brey-Casiano was (and still is) director, demanding to

see the patron computer terminal sign-up sheets. Brey-Casiano replied that she could not release patron records without a court order and that,

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SPEAKER SOUND BITES



DAVE ISAY

"I think the archive [of StoryCorps] is going to be extremely important for

families who can someday get to listen to their ancestors. But I also think it's going to create this great grassroots, bottom-up, historical record of great events and who we are as Americans."



MARLO THOMAS

"I do know you like me; in 1978 you gave me an award for *Free*

to Be . . . You and Me. Now the parents who grew up with that album are passing it along to their own children, and I'm very excited about that." On having a sense of humor: "It's the cushion for life."



EPPO VAN NISPEN TOT SEVENAER

"Do things that are born digital. When it comes

to things of local importance, no one is faster or more important than the library. You have to make it a place where people want to come; where gaming is normal." On building design: "The first thing I would say to the architects: Get out! Go and sit with the users and do what they want." On architects: "Architects are the worst for libraries. They don't think in people; they think in forms."



The "Night of the Living Librarians" team from the University of Pittsburgh won the Book Cart Drill Team Championship, sponsored by Demco.

presentation, she left no doubt about her high esteem for libraries. "I suspect that every single author that speaks to librarians can tell you about his or her intimate, steady, and vital relationships to libraries," she said. After charming the audience with her recollections about the libraries of her youth, she noted her respect for technology and the contemporary library, ending her speech with: "I'm grateful for your past because it is mine as well, and I am eager to help you secure your future because it is mine as well."

The Auditorium Speaker Series included popular novelist John Grisham, who has agreed to be honorary chair of National Library Week next April. Grisham credited libraries with launching his writing career.

American Libraries presented Dave Isay, founder of StoryCorps, who talked about the oral history project that honors and celebrates the lives of everyday people. He played excerpts from StoryCorps recordings that brought many in the audience to tears.

Other speakers who drew large audiences included Marlo Thomas, Salman Rushdie, Dennis Lehane, Nancy Pearl interviewing Mary McDonough, Sue Monk Kidd and Ann

Kidd Taylor, puzzle master Will Shortz, Junot Diaz interviewed by ALA Office for Diversity Director Miguel Figueroa, and a first-time graphic novel panel featuring David Small and Audrey Niffenegger.

The popular "Many Voices, One Nation" series featured readings from novelists, storytellers, and poets. Writer and artist Benjamin Alire Sáenz read from his fifth book of poems, *The Book of What Remains*. The Live! @ your library stage in the exhibit hall featured readings by popular and up-and-coming authors, including Nickole Brown, Laurie Halse Anderson, and R. Dwayne Betts. Thanks to support from the National Endowment for the Arts, this year's Live! stage also showcased a number of other poets, including Kwame Alexander and Heid E. Erdrich.

Among the booths attracting attention in the massive exhibit hall were those located in the Technology Pavilion, including Eastman Kodak, HP BookPrep, NBC Learn, Bing, and CDW-G. Mango Languages was a hit in sweltering D.C. as T-shirted staff served mango smoothies to grateful conference-goers.

Comedian, writer, and national

spokesperson for ALA's Association for Library Trustees, Advocates, Friends, and Foundations Paula Poundstone headlined ALTAFF's popular Sunday evening comedy program, *The Laugh's On Us!* which featured top comedians and authors.

The "Night of the Living Librarians" team from the University of Pittsburgh took the Gold Cart in the Sixth Annual Library Book Cart Drill Team Championship, sponsored by Demco. And Jason Griffey of the University of Tennessee at Chattanooga (and *AL* Perpetual Beta blogger) was crowned champion of the Battledecks competition. Battledecks challenges participants to give a presentation using slides they've never seen before on a topic they receive only moments ahead of time. The competition was cosponsored by the Learning Round Table and *American Libraries*.



Natalie Merchant and her band entertain.

The subject of fun was revisited during the President's Program, which featured Eppo van Nispen tot Sevenaer, an inspirational speaker whose program focused on the future

of media and libraries. "We've done an incredibly bad job in libraries of not having fun; it doesn't have to be 24/7 serious," he said.

Of course, there was also plenty of

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OCTOBER 2010 Literary criticism for the twenty-first century

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SPEAKER SOUND BITES



SALMAN RUSHDIE

"I've been very closely involved with the library at Emory University,

because they have my archive, and for the last two or three years they've been very painstakingly cataloging both the hard-copy paper archive and the electronic computer archive. It's just been a revelation to see how they've gone -- particularly the electronic stuff -- into these old computers and in a way brought them back to life in order to bring the information out of them."



JUNOT DIAZ

"Anything that doesn't have a price tag to it, anything that encourages people

to be more human and not to consume, devour, or to put price tags on other things, is under threat. Library, like the arts, is basically a place, a practice, a tradition which encourages people to become more human. But I really believe, as much as anyone can believe in the things that they love, that in the end, we will win."



WILL SHORTZ

"At one time I wanted to be a librarian. One of the requirements was that you

had to be fluent in a second language. I didn't think I could do that. Anyhow, I found this other thing that I could do."



A group of Libraries Build Communities volunteers head to Habitat for Humanity of Washington, D. C., to help build homes in the city.

serious business taking place. On Friday, many conference attendees took part in the annual day-long Libraries Build Communities service effort.

On Monday, several library directors movingly described the public's response to their participation in the American Dream Starts @ your library initiative, a program that helps libraries provide literacy services for adult English-language learners.

The exhibition concluded with a rousing performance by acclaimed songwriter and performer Natalie Merchant, whose new two-CD set of songs adapted from the works of various classic and contemporary poets is called *Leave Your Sleep*.

On Tuesday, the conference closing session featured author Amy Sedaris, author of the *New York Times* bestseller *I Like You: Hospitality Under the Influence*, whose improvised joking with the audience ended the conference with laughter.

And on Tuesday night at the Presidential Inaugural, 2009–10 ALA President Camila Alire passed the gavel to

2010–11 President Roberta Stevens. Friends, family, and colleagues, including new division presidents, helped Stevens of the Library of Congress celebrate her inauguration. Instead of a traditional presidential speech, Stevens turned the podium over to four of her favorite authors: Marie Arana, Brad Meltzer, Sharon Draper, and Carmen Agra Deedy, who delivered moving testimonials about the value of libraries and reading in helping Stevens officially launch her "Our Authors, Our Advocates" presidential initiative.

Calling the new ALA president LC's "golden treasure," Arana said librarians are the people who hold the key to a more civilized society. In the areas of critical thinking, problem solving, and information and technical literacy, "there is no institution better equipped than libraries." ■

American Libraries Editor and Publisher Leonard Kniffel, Associate Editors Pamela A. Goodes, Greg Landgraf, and Sean Fitzpatrick AL Direct Editor George M. Eberhart, and Steve Zalusky of ALA's Public Information Office contributed to this report, with photos by Curtis Compton courtesy of Cognotes.



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GRAND CENTRAL

Currents

■ May 21 **Susie Andrews** retired as librarian of Montgomery–Floyd (Va.) Regional Library.

■ June 4 **Hampton M. Auld** resigned as library director of Durham County (N.C.) Library.

■ In August **Cynthia Bledsoe** will become deputy director at Charleston County (S.C.) Public Library.

■ June 1 **John Blythe** became special projects and outreach coordinator for the North Carolina Collection at the University of North Carolina Library at Chapel Hill.

■ August 1 **James K. Bracken** was appointed dean of the Kent (Ohio) State University Libraries.

■ May 24 **Gayle Branzburg** retired as children's librarian of Oak Park

(Mich.) Public Library.

■ August 2 **Peter Bromberg** became assistant director of Princeton (N.J.) Public Library.

■ May 14 **Martha Catt** retired as director of Hussey–Mayfield Memorial Public Library in Zionsville, Indiana.

■ May 26 **Prudence Cendoma** was appointed librarian of the American Public University System in Charles Town, West Virginia.

■ In September 2009 **Cathy Craig** joined the faculty of Laredo (Tex.) Community College as catalog/reference librarian.

■ June 20 **Blane K. Dessy** became executive director of the Federal Library and Information Center Committee and the Federal Library and Information



Cynthia Bledsoe



Karen Dunford



Douglas A. Henderson



Brian Quinn

Network at the Library of Congress in Washington, D.C.

■ June 1 **Maggie Dickson** was appointed digital projects librarian for the North Carolina Digital Heritage Center at the University of North Carolina Library at Chapel Hill.

■ In May **Ksana Dragovich** became librarian at Edith B. Ford Memorial Library in Ovid, New York.

■ In May **Karen Dunford** was named manager of the Naper Boulevard branch of Naperville (Ill.) Public Library.

■ July 13 **Kay Flowers** was appointed dean of University Libraries at Bowling Green (Ohio) State University.

■ In June **Joanne Furgason** retired as librarian from Cherry Crest Elementary School in Bellevue, Wisconsin.

■ In August **Chuck Gibson** becomes director of Worthington (Ohio) Libraries.

■ In June **Sandy Gillard** retired as children's librarian at Richmond Memorial (N.Y.) Library.

■ In May **Heather Harris** was appointed children's librarian at Meridian–Lauderdale County (Miss.)

Public Library.

■ In August **Douglas A. Henderson** becomes executive director of Charleston County (S.C.) Public Library.

■ July 1 **Alex Krentzin** left Madison Heights (Mich.) Public Library as children's librarian.

■ March 15 **Randy Kuehn** became systems librarian at the University of Louisville (Ky.) Libraries.

■ August 1 **Kirsten Leonard** was appointed executive director of the Private Academic Library Network of Indiana.

■ In June **Sabina Lilly** retired as librarian at St. Monica School in Kalamazoo, Michigan.

■ In May **Penny Markey** retired as coordinator of youth services, cultural programming, and productivity for the County of Los Angeles Public Library.

■ July 19 **Tara Murray** was appointed director of information services/librarian of the American Philatelic Society and American Philatelic Research Library in Bellefonte, Pennsylvania.

■ June 18 **Wendy Nelson** retired as librarian of Williamsburg Elementary

CITED

■ In June **Brian Quinn**, social sciences librarian at Texas Tech University Libraries, received from the American Psychological Association the Excellence in Librarianship Award, based on Quinn's record of scholarship and extraordinary and proactive professional service.

■ **Michael Witt**, an assistant professor of library science and interdisciplinary research librarian at Purdue University, has been named a Fulbright Scholar. The award will support Witt in relocating to Alexandria, Egypt, where he will lecture and conduct research at the Bibliotheca Alexandrina from January to May 2011.

School in Reidsville, North Carolina.

■ In August **Robert R. Newlen** will become assistant law librarian for collections, outreach, and services at the Law Library of the Library of Congress in Washington, D.C.

■ September 1 **Sandra K. Norlin** will retire as director of Des Plaines (Ill.) Public Library.

■ May 3 **Jessica Pugh** became youth services librarian at Allegan (Mich.) District Library.

■ In May **Anne Rivecca** retired as youth services librarian at the Spring Lake (Mich.) District Library.

■ July 12 **Gaylynn Rorabaugh** retired as director of Big Rapids (Mich.) Community Library.

■ In June **Kathleen M. Rothstein** became manager at the Land O'Lakes branch of Pasco County (Fla.) Library System.

■ In February **Lois Severt** retired as catalog librarian from the University of Louisville (Ky.) Libraries.

■ In June **LeRoy Strohl** retired as the university librarian at the University of Mary Washington in Fredericksburg, Virginia.

■ July 1 **Michele Van Epps** was appointed director of the Acton (Conn.) Public Library.

■ April 12 **Eric Michael Wilson** became physical sciences and engineering reference librarian at the University of Louisville (Ky.) Libraries.

■ June 7 **Stacy Zuzga** was

appointed adult services librarian at the Gallup (N. Mex.) Public Library.

At ALA

■ July 19 **Steven Hofman** joined Public Library Association as manager of web communications.

■ June 11 **Cassandra Jefferson**, technical specialist in the Washington Office, left ALA.

■ June 11 **Kirby Simmering** left ALA as deputy executive director of Association for Library Service to Children.

■ **James Vertovec**, special events and meetings planner for Conference Services, left ALA July 7.

■ July 9 production editor for Production Services **Justine Wells** left ALA.

■ **Erica Wilfong**, intern for Association of College and Research Libraries, leaves ALA August 31. ■

OBITUARIES

■ **Hannah Diggs Atkins**, 86, died due to cancer on June 17. Atkins was a branch librarian for the Oklahoma City Public Library system in the 1950s and an educator of library science at the University of Oklahoma.

■ **Kai-Yun Chiu**, 72, passed away May 29 of pancreatic cancer. She was head of the Baltimore Bar Library from 1976 until her 2003 retirement, and before that worked at Enoch Pratt Free Library and the Milton S. Eisenhower Library at Johns Hopkins University.

■ **Ron Clowney**, 47, passed away after a long battle with kidney disease May 22. Clowney was the vice president of sales in North America for ProQuest for 25 years. He was an advocate for librarians and was active in the Special Libraries Association, American Library Association, and several other organizations.

■ **Karin Durán**, 61, died June 11 due to a stroke. She was a reference librarian and bibliographer at Oviatt Library at California State University, Northridge, for 38 years.

■ **Marion W. Francis**, 64, passed away June 22 after a long battle with cancer. Francis became the library administrator for Anne Arundel County (Md.) Public Library in 2002. She retired on May 1, 2010.



Marion W. Francis

She was also a Public

Library Association board member.

■ **Ann C. Lundell**, 94, passed away due to pneumonia April 26. Lundell was an audiovisual librarian at the private Landon School in Bethesda, Maryland, in the 1970s and '80s.

■ **Henry McCurley**, 65, died April 8. He served as cataloger and reference librarian at Auburn (Ala.) University Libraries.

■ **Bev McKissick**, 58, passed away May 31 after her battle with breast cancer. McKissick was a librarian at Kendall Elementary School in Maple Falls, Washington.

■ **Sheilamae O'Hara**, 74, passed away from cancer May 3. O'Hara was a librarian at Andrew Jackson Language Academy in the Chicago Public Schools from 1989 to 2001.

■ **Don van Reken**, 90, died May 26. Reken was a librarian at Holland Christian High School in Michigan for 20 years and a part-time librarian at Herrick (Mich.) District Library.

■ **Clarice Ruder**, 61, passed away May 24 due to a genetic heart condition. Ruder was a librarian at the Tampa-Hillsborough County (Fla.) Library System.

■ **Spencer G. Shaw**, 93, died June 16. Shaw was professor emeritus of the University of Washington Information School and was 1975-76 president of the Association for Library Service to Children.

What Came Home from D.C.

Memories of Annual that transcend mere notes

by Jennifer Burek Pierce

The last thing I did before checking my suitcase at Washington National Airport was to tuck the pink steno pad in which I'd been scribbling all conference long into the front pocket of my suitcase. Well before the end of my trip, I had tired of lugging and protecting the accoutrements of conference life, so opted to lighten my carry-on load a little more.

All sorts of things made their way home with me: a signed collage by Melissa Sweet from the Association for Library Service to Children preconference, "Drawn to Delight: How Picturebooks Work (and Play) Today"; the costume jewelry I put into my checked baggage despite all those warnings about what not to pack; and my carefully chosen purchases from the idyllic New York Review of Books booth—*Terrible, Horrible, Edie* among them.

The pink notebook, however, was missing. It couldn't have fallen out of

a zipped pocket, yet I offer no conspiracy theories. I ponder, only idly, the Providential Implications of what its disappearance means: literally, a large part of what I brought back are photos and memories.

Capital standouts

What do I remember? I retain the Harry Potter–like sense of arriving at a Metro stop and seeing first one, then more and more figures who differed from the suited, weary native commuters, and knowing intuitively that these people were also ALA attendees.

I recall that vendors such as World Book, Scholastic, and Rosen Publishing are producing digital science-oriented resources for younger students. Even as the products provide solid information,

their interactive, multimedia features seem practically magical—from text that recomposes itself into a lower Lexile reading level to pictures that, when clicked, launch videos.

I saw new books, from *Sparky: The Life and Art of Charles Schulz* (Chronicle Books,



I can testify to librarians' thunderous appreciation of authors and illustrators, who they applauded like rock stars,

April 2010) to the forthcoming *The Sea of Bath* (SourceBooks, October 2010). I can share my admiration for the dynamism

demonstrated at ALSC's preconference by digital painter William Low and the noted Timothy Basil Ering.

I'll always be charmed by the memory of Javaka Steptoe's smile and self-effacing explanations of his powerful illustrations for books like his forthcoming *Jimi Sounds Like a Rainbow: A Story of the Young Jimi Hendrix* (Clarion Books, October 2010), and the opening preconference remarks of librarian Wendy Lukehart. I can testify to librarians' thunderous appreciation of authors and illustrators, who they applauded like rock stars, followed by friendly barrages of photo-snapping and autograph-seeking.

I can also tell you that, for all the high-tech wonders in evidence, everyone still believes in books. The spell-binding, hilariously astute author-illustrator Brian Selznick, argued that new technologies don't portend the end of storytelling or the written word. Despite the loss of my pink notebook, with its pages of my nearly hieroglyphic handwriting, what he said rings true. ■

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at jennifer-burek-pierce@uiowa.edu.



ALSC preconference headliner William Low, shown here in the YouTube video "William Low: Portrait of a Digital Artist Part 1," reads *Machines Go to Work* (Henry Holt, 2009).

The Unquiet Library

A media center with more fans than the football team

by Brian Mathews

The students are skeptical when the librarian says, “I want everyone to take out their cell phones and check to see if you can get reception in the library.” The young scholars hesitantly pull out their mobile devices, unsure of what to make of this request. “Your assignment is to charge up your phones for class on Friday.” This wasn’t like any librarian they had met before.

Welcome to the Creekview High School Media Center in Canton, Georgia, or as it is commonly known around the halls, “The Unquiet Library.” The school opened its doors in 2006 and its library services were conceived during the Web 2.0 boom. This is evident in its design as a highly participatory learning environment embedded with interaction and technology from the beginning.

Geeked to go

When Friday morning arrives, the students are excited for their library session. They anticipate how they might use their cell phones. The librarian draws their attention to a SMART Board and demonstrates how they can text to it. This technology enables them to submit answers simultaneously, fueling the class discussion. With a grand gesture, the librarian has transformed their social devices into instruments of learning.

Buffy Hamilton and Roxanne Johnson are the media specialists who oversee this busy operation. Hamilton initiated the “Unquiet” brand. “To

me, ‘unquiet’ evokes a sense of activity and being a bold force of nature,” she says. “I want our library to make some positive ‘noise’ as we build a program that makes a difference in the lives of our students and teachers.” Hamilton and Johnson are shaking up expectations of what a high school library can be.

The librarians view the 9,000-square-foot media center as the largest

classroom on campus. The space is carved out into distinct zones: places for lounging, reflection, teaching, and casual conversations.

The library offers 60 desktop computers and a variety of furniture that can accommodate over 70 students. Food and drinks are allowed; in fact, two teachers host a coffee shop there every morning. The space also accommodates a variety of encounters such as trivia contests, musical performances, poetry readings, art exhibits, and gaming.

Not only are the students excited about the library, but the faculty is buying in too. Last year Hamilton and Johnson collaboratively planned 100 lessons with teachers. A successful strategy has been to meet with a group of teachers of a particular subject and develop assignments together. This helps to cultivate relationships and positions the librarians as full members of the teaching team. Hamilton

also cotaught Media 21 with an English teacher, exploring the idea of transliteracy and providing students with educational experiences using social-web and multimedia tools.

Teaching is the foundation of this library and the stats reveal just how popular it has become. Last year librarians taught 1,533 class sessions, having over 45,000 student interactions. Keep in mind that this

is a three-person operation. Hamilton confesses that scheduling is chaotic and that on some days she teaches seven hours straight.

Major challenges lie ahead, though. Districtwide cuts dictated the loss of a media clerk, reducing the amount of time available for teaching and other programs. In order to optimize their efforts, the librarians have met with teachers to assess activities that work best. Hamilton stresses that her first priority is “protecting the integrity of our instructional services.”

There is a lot of library spirit at Creekview High, where the media center has three times as many Facebook fans as the football team and students proudly wear stickers that read “I geek the Unquiet Library.” ■

BRIAN MATHEWS, at brianmathews.com, is a librarian at the University of California, Santa Barbara, and the author of *Marketing Today's Academic Library* (ALA Editions, 2009). This column spotlights leadership strategies that produce inspirational libraries.



The space is carved out into distinct zones: places for lounging, reflection, teaching, and casual conversation.

Librarian's Library

A friend in the White House

by Mary Ellen Quinn

Laura Bush became a librarian for the same reason many of us did—she loved books. In case you haven't read her autobiography, *Spoken from the Heart*, or the many articles *American Libraries* has published about her career, she does have a library science degree from the University of Texas and she did work as a librarian, first at a branch of the Houston Public Library and then at an elementary school in Austin. She even had a cat named Dewey. Her library career ended when she married George W. Bush, but she never lost her passion for reading. Despite her busy life as First Lady, Mrs. Bush found time to promote libraries and literature through such events as the National Book Festival (her "pet project"). She started the Laura Bush Foundation

for America's Libraries in 2001. Libraries have never had a better friend in the White House. INDEXED. 456P \$30 FROM SCRIBNER (978-1-4391-5520-2)



Advising Tweens

There are plenty of books on readers' advisory service for adults, and in 2007 Heather Booth gave us *Serving Teens through Readers' Advisory* (ALA Editions). Now comes *Readers' Advisory for Children and Tweens*.

Service to this group requires special skills, author Penny Peck asserts. She describes some of the issues, including censorship challenges, before exploring the ins and outs of RA for different age groups and



in different categories, including genre fiction, nonfiction, folklore, poetry, and graphic novels. The numerous book lists are especially helpful.

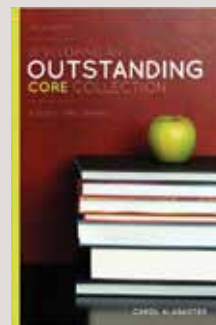
INDEXED. 190P. \$36 FROM LIBRARIES UNLIMITED (978-1-59884-387-3)

Ten on Tech

Many libraries have adopted the 23 Things Program to help staff learn about emerging technologies. Ellys-

NEW FROM ALA

In the first edition of *Developing an Outstanding Core Collection* Carol Alabaster outlined her principles of adult core collections, based on her work at Phoenix Public Library. In the second, she revisits those principles to make sure they are still valid (they are) and also addresses the technological changes that have occurred since the first edition was published in 2002. Coverage of core collection development resources has been updated. The sample core lists have also been updated, although just a bit, since Alabaster's focus is on enduring classics. INDEXED. 191P. \$60 (978-0-8389-1040-5)



Between them Leslie Edmonds Holt and Glen E. Holt have thirty years' experience at St. Louis Public Library planning and providing services to the poor, and they've used that experience as the basis for *Public Library Services for the Poor: Doing All We Can*. The Holts contend that current responses to the needs of the chronically poor and working poor, including those mandated by the American Library Association, are inadequate, and the book shows how libraries can do much more to meet the needs of this underserved group. INDEXED. 157P. \$48 (978-0-8389-1050-4)



Despite her busy life as First Lady, Mrs. Bush found time to promote libraries and literature through such events as the National Book Festival

sa Kroski has used the program as a starting point for the valuable 10-title Tech Set, of which she is the editor. Individual titles cover microblogging, wikis, gaming, and more, and present a five-step approach to “the entire life cycle of these initiatives,” not just raising staff awareness but also planning

and implementing library services. Written by some of the best-known names in the field, each book has a companion wiki and author podcast. The Tech Set is co-published by ALA's Library and

Information Technology Association.

- Vol. 1. Next-Gen Library Catalog by Marshall Breeding (978-155570-708-8)
- Vol. 2. Mobile Technology and Libraries by Jason Griffey (978-155570-711-8)
- Vol. 3. Microblogging and Lifestreaming in Libraries by Robin Hastings
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- Vol. 10. Effective Blogging for Libraries by Connie Crosby

INDEXED. 138P. EACH. PBK. \$55 EACH FROM NEAL-SCHUMAN (978-1-5570-714-9 FOR VOLUMES 1-10) ■

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



ROUSING READS

FRANKIE CATCHES A BREAK

I recently finished reading James Kaplan's *Frank: The Voice*, a wonderful new biography of Frank Sinatra from his birth in 1915 through 1954, when he won the Academy Award for Best Supporting Actor in *From Here to Eternity*. What impressed me most about the book—besides the account of Sinatra's volcanic love affair with Ava Gardner (be still, my heart!)—was Kaplan's detailing of the horrendous career slump that took the singer, in less than a decade, from being our first teen idol (a precursor to Elvis and the Beatles) to a showbiz laughingstock. The slump was broken, of course, when Sinatra landed the role of Maggio in *Eternity*—a role that was made for him (“an overaggressive, loud-talking bantamweight who snarls to hide his terror”). He won the role, Kaplan tells us, not so much through his Mob connections (there was no horse's head in the bed of a studio exec, as in *The Godfather*) but through the intervention of Gardner.

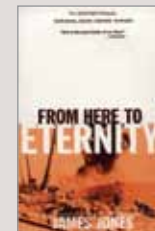


Frankie caught a tremendous break in getting the role of Maggio, to be sure, but it might not have turned out nearly as well if the movie hadn't been such a success. Thankfully, director Fred Zinnemann knew exactly how to translate James Jones' sprawling, brilliant, but wildly overwritten novel into a perfectly trimmed down portrait of career soldiers in the period just before and immediately after the bombing of Pearl Harbor.

Reading *Frank* inevitably drove me back to both the novel and the movie. It's hardly surprising that Thomas Wolfe was one of Jones' heroes because Jones' prose, like Wolfe's, is a frustrating mix of eloquence and rhetorical bombast. He has great difficulty keeping himself out of his characters' dialogue, and he often belabors an idea as if it were an army boot that needed spit-shining. And yet his story, contrasting two kinds of rugged individualists, engages us with the power of myth.

On the one hand, Jones gives us two variations on the hard-headed and ultimately self-destructive individualist: Maggio, snarling, like the real-life Frank, to hide his terror, and Robert E. Lee Prewitt, perfectly portrayed in the movie by Montgomery Clift, the good soldier as idealist, refusing to knuckle under to those who would compromise his integrity. On the other hand, we have Milt Warden (also perfectly cast as Burt Lancaster), the equally rugged but wily company sergeant, Tom Sawyer to Maggio's and Prewitt's Huck Finn, manipulating rather than defying the opposition. In the army, Jones tells us, the defiant individual is crushed, while his shrewd counterpart survives, diminished but alive. Without both halves of that equation, *Eternity* would have been just another hymn to futile gestures, or just another celebration of organization men.

Yes, Frankie caught a break, but it wasn't just the role, good as it was. It helped that the book behind the role had buried within its verbiage the power to grab us by the archetypal heartstrings. And, beyond that, Frankie's break was working for a director who managed to do something that so rarely happens: make a movie that is better than the book.



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

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SenSource introduces the PC-TB12, a standalone, battery-operated people counter with an integrated 6-digit LCD counter. This system consists of a photoelectric infrared beam transmitter and receiver that can operate up to 30 feet apart in front or side-firing modes to accommodate a variety of entry styles. It features a durable, child-resistant display that is suitable for heavy-traffic entryways, libraries, and schools. This new design also provides easier battery replacement and a sturdier integrated bracket.

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Pubget introduces its new library statistics tool, PaperStats, which manages libraries' admin logins and journal pricing information via an easy-to-use interface. It instantly yields clean usage data and cost statistics across any date range, source, and content type with page-view resolution.

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Library Automation Technologies introduces LAT-Stena, a device to store and dispense media for libraries that house their media collections behind the circulation desk. When a patron requests an item, LAT-Stena will retrieve the disc in about 8 seconds. Discs are stored in modular pods, so the system can be configured to fit available space and expanded without limit.



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



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ABC-CLIO has announced the release of Academic versions of 12 online reference databases previously targeted toward secondary schools. The Academic versions contain feature and content changes to bring timely, authoritative content to undergraduate students. The databases focus on American and world history, with three covering the African-American, American Indian, and Latino-American experience. Each Academic version includes the "Idea Exchange," a collection of peer-reviewed articles that present multiple perspectives on core topics.

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CASE STUDY

EMPOWERING LIBRARIES DURING HARD TIMES

The Sunnyvale (Calif.) Public Library serves a population of 140,000 people. The library is very well-used, with approximately 2.5 million items circulated a year and an average of 2,000 people per day who utilize the library. As the economy experienced a downturn, circulation went up 37% while staffing went down 13%.

In order to deliver the same service with fewer staff, technology played a key role in aiding the library. Sunnyvale Public Library went live with a range of RFID solutions from Bibliotheca including a 21-bin BiblioSort automated materials handling system. Lisa Rosenblum, director of the library, said, "When we implemented RFID technology, the first benefit we noticed was that



Sunnyvale Public Library

our materials were checked in instantly. Our customers were happier." The Bibliotheca 21-bin sorting system can presort items more quickly and get items on the

shelves in less time. Now, staff can concentrate on less-tedious tasks and assist customers out on the floor with more complex tasks. According to Rosenblum, "Our library is committed to expanding and improving library service to the public. So, when we made the decision to invest in RFID, we knew that investment really wasn't

just about technology. Our investment is about ensuring that the self-service options in our library run more efficiently and effectively to better serve our customers and employees."

The library went from 50% self-service with barcodes to 90% self-service with Bibliotheca RFID, providing a better service to patrons. Another aspect of the RFID system is the ability to integrate the RFID system with

the library's existing ILS, Millennium Express Lane. Library staff and patrons were able to save time and effort by not having to learn a new ILS.

<http://www.bibliotheca-rfid.com>

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With guidance from the Associate Dean and Dean of Libraries, the AD for Collection Management serves as the primary operational leader responsible for cultivating, assessing, and managing the print and electronic collections purchased by the UNT Libraries. The AD for Collection Management will manage a \$7 million acquisitions budget, working closely with faculty library liaisons and supervising the library division responsible for collection development, technical services, and print materials preservation. Special focus and attention will be devoted to systematically growing library research collections in support of the campus strategic plan to achieve top tier research institution status.

Applications will be reviewed weekly, beginning August 1, 2010 until the search is closed. Application can be made at the following URL: <https://facultyjobs.unt.edu>.

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THE UNIVERSITY LIBRARIES - UNIVERSITY OF CALIFORNIA, RIVERSIDE Head, Rivera Reference Services Department

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The Head of Reference Services is a critical position in the Libraries' support of campus academic programs and research. Reporting to the Assistant University Librarian for Research and Instructional Services, the successful candidate will manage the department comprised of 11.75 professional and staff personnel. The candidate will lead the Rivera Library Reference Services Department in developing, implementing, and assessing innovative reference, instruction, information literacy, and outreach services and programs in support of learning, teaching and research. The candidate will also develop and maintain a current and comprehensive reference collection in digital and print formats. **Salary Range: \$56,496 - \$95,388.** Salary is commensurate with qualifications and experience.

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Application Information: Review of applications will begin August 27, 2010 and will continue until the position is filled. Applications should include a letter discussing interest and relevant experience, a current resume, and contact information for at least three professional references. **Submit application to: David Rios, Director of Library Personnel, University of California, University Libraries, P.O. Box 5900, Riverside, CA 92517, or fax to (951) 827-2255 or e-mail to david.rios@ucr.edu.**

About The University Of California, Riverside Campus and the UCR Libraries:

The University of California, Riverside (UCR) is one of ten campuses of the University of California, generally recognized as the preeminent public university system in the world. The 1200-acre, park-like campus is located 60 miles east of Los Angeles and 50 miles west of Palm Springs. The University of California, Riverside, strongly committed to diversity, is experiencing rapid growth in graduate programs, research, and professional schools. The University of California, Riverside Libraries is a member of the Association of Research Libraries. The Libraries' collections, within four libraries, include 2.9 million volumes, 90,153 serial titles, including access to over 79,000 electronic journals and more than 2,300,000 microformats.

For the complete job announcements visit: <http://library.ucr.edu/employment/listing.php>

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Surveying My Sex Appeal

The climax to my 15 minutes of media fame

by Will Manley

The following story is a cautionary tale for all of those people who say that the internet has replaced the reference collection and that Google has replaced reference librarians.

On a cheery morning in late April 1992, I had a flight of whimsy. I woke up to the sounds of birds chirping outside and thought, "Wouldn't it be fun to do a tongue-in-cheek survey on the subject of librarians and sex for my monthly column in the *Wilson Library Bulletin*?"

I can't think of a column that I've had more fun doing. Among the questions: "What Shakespearean title best describes your first sexual experience?" and "If there were a nuclear war and you and Pee-wee Herman were the only survivors, would you have sex with him to re-propagate the human race?"

You get the picture. The survey

was an attempt at humor, not scientific data collection. At the time, librarians were in the middle of a heated crossfire in the cultural war between social conservatives and intellectual freedom radicals. Some humor, I thought, might be therapeutic.

However, the joke went very sour very quickly. *Wilson* ran the column in its June 1992 issue; a week later I was fired from my 12-year stint as a columnist and the unsold copies of that issue were recalled. A short kerfuffle ensued in which the *Wilson Company* was roundly criticized, resulting in librarians threatening to boycott the magazine (*American Libraries*, July/Aug. 1992, p. 543). *Wilson Library Bulletin* died a merciful (and unrelated) death three years later.



Interviewers ask me, "What is a scientific survey anyway?"

pick up on this thread. Reluctantly, I post the results a few days later.

Here's where the plot thickens. First, my daily reader count jumps from 5,000 to 10,000 just like that. I check my blog-referrals page and realize that my survey results have gone viral. Over the next four weeks, my "data" reaches over 200 sites, 40 of which are international, including UPI. These stories are reporting the survey results *seriously*, as though 18 years ago I had conducted a legitimate scientific survey with a carefully selected random sample of librarians.

Next, various radio stations, podcasts, and even Yahoo News call for interviews. I quickly caution everyone that this survey was a joke, and done with not even a whiff of scientific methodology. Interviewers respond in one of two ways: 1) What is a scientific survey anyway? and 2) No one really cares.

Here's the final kicker: Most of these internet and news sources referred to the survey results as "never before published"! Actually, the results were published right here in *American Libraries* back in March 1993 (p. 258), when *AL* readers took the survey for what it was: a joke.

Draw your own conclusions. ■

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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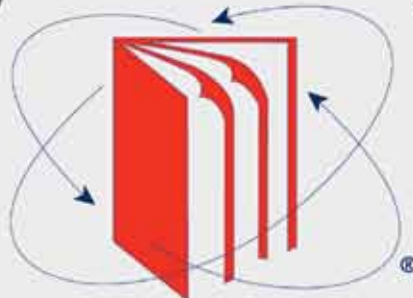
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