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NOVEMBER/DECEMBER 2010

ZINE OF THE AMERICAN LIBRARY ASSOCIATION

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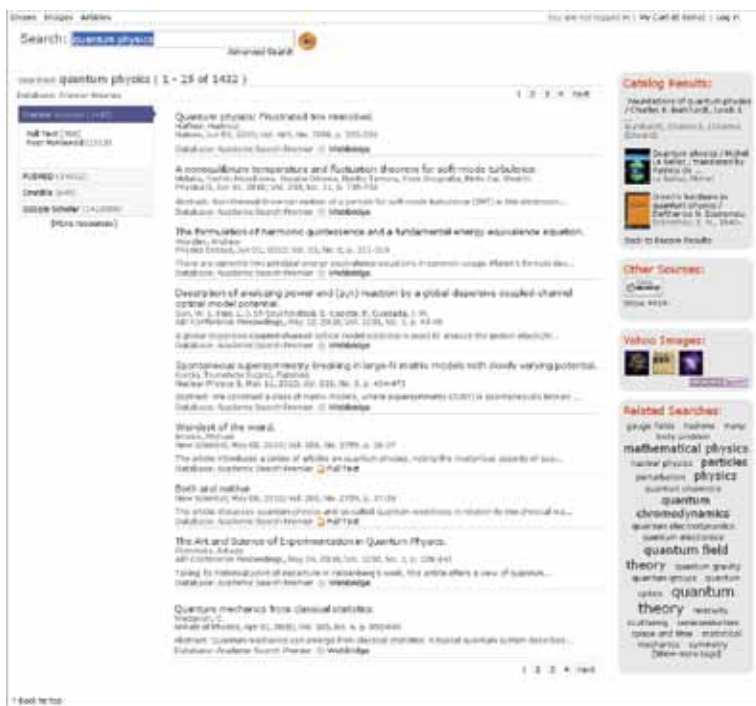
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- Chicano Librarianship, A Look Back
- Stroyan & Sullivan, Nominees for ALA President

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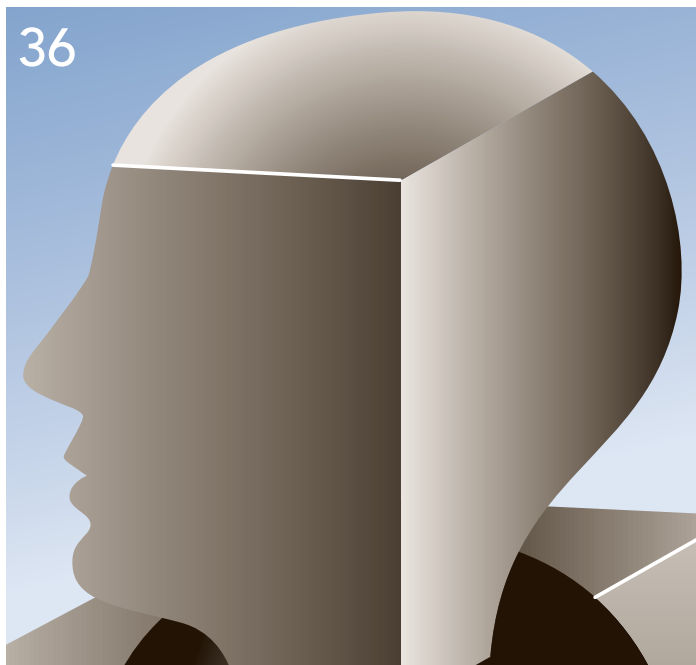
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Less Ink, More Words by Leonard Kniffel

With this issue, *American Libraries* print moves permanently to bimonthly publication. Monthly print as a viable delivery vehicle for anything that can be called “news” is clearly limited, and publishing to the web allows for faster and more flexible dissemination and is a general industry trend. Although manufacturing and postage costs are certainly a factor in the decision to produce fewer print issues, advertising has also seen a sharp decline over the past year and we have heard from many readers calling for a no-print option in their membership profile.

Moving to web-first publishing in the Drupal content management system has enabled *AL* to deliver more content faster and at lower cost than ever possible—electronically. *American Libraries Direct* provides a weekly aggregation of ALA news and news from around the country and

the world. In 2011, we have scheduled six bimonthly print issues and four quarterly digital supplements. Timing and mailing will be orchestrated to coincide with the dates of ALA’s Midwinter Meeting, Annual Conference, and other major events.

The total content delivered through *AL Direct* is greater than print’s ever was.

The monthly combined total content delivered to readers through *AL Direct* is already greater than the total ever published in print. With few exceptions, *AL* content is currently being published to the web first and then selectively collected or revamped for print. Some articles will appear as web extras, others will appear in the digital supplements. In-depth interviews will generally be excerpted for print and appear in full online. Most blog postings, videos, photo essays, webinars, and digital supplement material will be available online only, with links delivered weekly in *American Libraries Direct*.

The only column that will be discontinued is “The Association’s Associations,” since all ALA division news is delivered weekly through *AL Direct* and the news release feed on the website. Division and round table leaders are encouraged instead to work with *AL* to develop content around their professional issues and major initiatives.

AL has already done two advertiser-supported webinars, the most recent in cooperation with the Office for Research and Statistics, which also copublished a digital supplement with *AL* to deliver content to ALA members. The Public Information Office is planning to release next year’s State of America’s Libraries report as an *AL* digital supplement. Publishing through *AL* will enable ALA offices to deliver content cheaply and widely, and we are exploring more webinars and digital supplements based on office-created content.

Meanwhile, enjoy the last print issue of 2010, featuring, among other things, a case study of a successful gaming initiative at Houston Public Library, an upbeat article about retirement, and a look back at the history of Chicano librarianship. If you are not already staying in touch through *AL Direct*, sign up at americanlibrariesmagazine.org/aldirect. ■

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

ALA American Library Association

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americanlibrariesmagazine.org
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local 312-944-6780 • fax 312-440-0901
online career classified ads: JobLIST.ala.org

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Acceptance of advertising does not constitute endorsement. ALA reserves the right to refuse advertising.

indexed

1996–2010 index at americanlibrariesmagazine.org.

Available full text from ProQuest, EBSCO Publishing,

H. W. Wilson, LexisNexis, and Information Access. Full-

text searchable PDFs of 2003–2010 issues available

online free.

subscribe

Libraries and other institutions: \$45/year, 6 issues,

U.S., Canada, and Mexico; foreign: \$60. Subscription

price for individuals included in ALA membership dues.

800-545-2433 x5108, e-mail membership@ala.org, or

visit www.ala.org. Claim missing issues: ALA Member and

Customer Service. Allow six weeks. Single issues \$7.50,

with 40% discount for five or more; contact Charisse

Perkins, 800-545-2433 x4286.

published

American Libraries (ISSN 0002-9769) is published 6 times

yearly by the American Library Association (ALA). Printed

in U.S.A. Periodicals postage paid at Chicago, Illinois,

and additional mailing offices. POSTMASTER: Personal

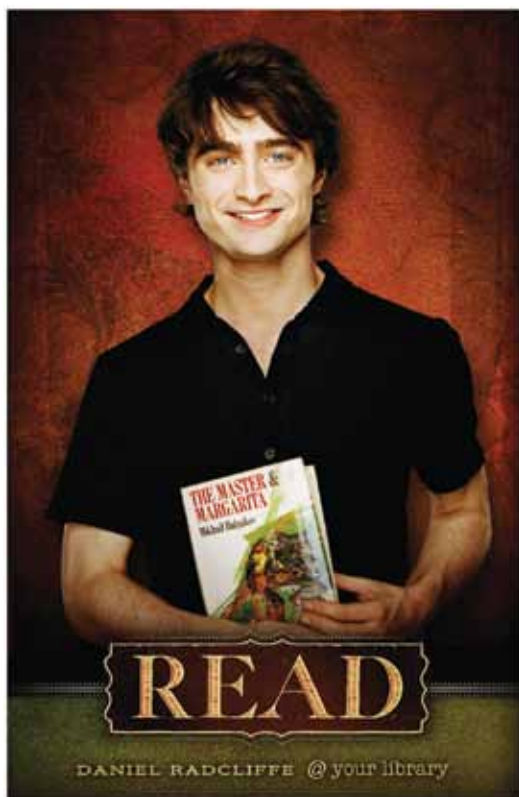
members: Send address changes to *American Libraries*,

c/o Membership Records, ALA, 50 E. Huron St., Chicago,

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^ Harry Potter Reads "Anything that gets kids into reading is fantastic," says Harry Potter star Daniel Radcliffe, who recently posed for an ALA Celebrity READ poster along with his Potter costars Rupert Grint and Emma Watson. ALA Graphics released the three posters just in time for the premiere of the first part of the last film in the series, *Harry Potter and the Deathly Hallows*, on November 19. Daniel Radcliffe (Harry Potter) talked to *American Libraries* in August (p. 24), shortly after the photo shoot for the poster. See the full interview on americanlibrariesmagazine.org

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^ International Focus Organized by the U.S. Embassy in Islamabad and the Pakistan Library Association, the "21st Century Vision for Libraries" conference brought librarians from all over Pakistan to talk with specialists from the embassy, from consulates in Lahore and Karachi, and from the United States and India. *American Libraries* Editor Leonard Kniffel represented the United States. Read his reports and keynote online and see his photoessay and a video on AL Focus.



^ Newsmaker Dominican Republic President Leonel Fernández and First Lady Margarita Cedeño de Fernández visited ALA October 1 in hopes of starting a relationship between the libraries and librarians of the two countries. Fernández spoke passionately but pragmatically about his plans for developing a superior public library system his country, and about the first lady's plans to build libraries for children and teens. See the full interview on AL Focus.

Good News Out There Too

State associations play vital role in advocacy efforts

by Roberta Stevens

One of the best aspects of being ALA president is the opportunity to be a part of state chapter conferences. I'd like to focus on my experience at the Kentucky Library Association/Kentucky School Media Association joint conference in Louisville, September 15–18.

The hospitality of colleagues in Kentucky was outstanding, thanks to Emmalee Hoover, Leoma Dunn, and Debbe Oberhausen. What really impressed me, however, was the enthusiasm and positive attitude of the KLA/KSMA members. They are definitely using the lessons of ALA's Advocacy University with great success and have incorporated quite a few magical touches of their own.

J. C. Morgan, director of Campbell County Public Library and chair of the Kentucky Public Librarians Association, led the effort to line the halls of the tunnel connecting the state capitol building and annex with READ posters featuring state legislators and other elected officials. Another year, images of Kentucky libraries and the people using them were prominently displayed and linked to a state map. Libraries can't be far from the minds of those controlling the funding when they pass these pictures every day.

What was most heartening though was hearing the pride in the voice of Wayne Onkst, state librarian and commissioner, Kentucky Department for Libraries and Archives, during his presentation. Like others, their state library budget has taken a hit, but new or substantially renovat-

ed libraries are still opening, 11 in the past year, with nine more underway.

We've had some tough times, but it isn't all bad out there. Instead of being beaten down by cutbacks, the resilient Kentucky group is looking at these occurrences as temporary setbacks. It is that spunky can-do approach and the confidence of knowing that libraries are key players in an information-rich and information-dependent global marketplace that will get us through the challenges we face today.

One of my key objectives is to highlight the characteristics of 21st-century libraries. We must construct new buildings and rebuild and remodel older ones to reflect our users' expectations about the services and convenience a library should offer and the demand for a pleasant and comfortable environment. We face a similar challenge and opportunity to retrofit our staff so that they combine both the core values of librarianship with the business skills demanded to demonstrate the return on investment made in collections, personnel, and facilities.

We are transforming and will continue—with the help of ALA and its professional development offerings—to transform our skill sets and organizational structures to ensure libraries are not only content-driven but also customer-driven. We



ALA President Roberta Stevens (third from left) joins KLA officials (from left) Terry Buckner, Leoma Dunn, Emmalee Hoover, Debbe Oberhausen, and Wayne Onkst, state librarian and commissioner, Kentucky Department for Libraries and Archives.

will build collaborative partnerships with government and businesses to increase the reach and sphere of influence of our libraries, the hearts and minds of the local, school, or campus communities.

Thank you, my Kentucky friends, for your gracious reminder of those characteristics that have made our nation and our libraries models for the world and leaders in the 21st century.

I have formed a presidential task force, chaired by Annelle Huggins, associate dean, university libraries at the University of Memphis, and executive director of the Tennessee Library Association. The task force is charged with exploring ways that ALA and state chapters can effectively work together. Their analysis and report will guide the Association in strengthening relationships with and support for state-level associations, which are relied upon by so many libraries. ■

ALA President **ROBERTA STEVENS** is on leave from the Library of Congress in Washington, D.C. Visit robertastevens.com. E-mail: rstevens@ala.org.



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Comment Enabled

Religio-Political Pushback

In response to Marcia Kushner's letter, "Qur'an Burning Talk Shameful" (*AL*, Oct., p. 5):

Although I wouldn't have staged a political protest in that manner, that's just what the planned Qur'an burning was: a political protest. It had nothing to do with reading, freedom of speech, or the press.

If you listened to the statements from the protest leader/clergyman in Florida, which were quite articulate, he

engineered the event as an aggressive form of religio-political pushback against a religio-political system that is aggressively anti-West, anti-Christian/Jewish, anti-free speech, and anti-free thought.

Although I wouldn't have staged a political protest in that manner, that's just what the planned Qur'an burning was: a political protest.

In all the coverage of the Florida protest, I never heard any name-calling on the part of the organizers. I would hope Ms. Kushner would think twice before hurling an invective such as "50 ignorant nutballs" against a group of her fellow citizens, at least 49 of whom I dare say she has no firsthand knowledge and whose reasoning, motives, and character I don't think she carefully considered.

The burning never took place. The organizers seemed to have a certain agility of thought, shrewdness, and

even humility, certainly more than can be said about most of the protesters on the other side of the East/West divide, and maybe some of the contributors to this publication.

Larry Blair
New York City

Draper Correction

In the Rousing Reads column "Required Reading for *Mad Men*" (*AL*, Oct., p. 51), Bill Ott incorrectly states: "The hero, Tom Rath, is a gentler version of Don Draper, complete with the World War II trauma, the chain-smoking, and even the infidelity." Don Draper did not serve in World War II, but the Korean War. Roger Sterling, another character on the show, served in World War II.

Also, the third sentence is missing the word "be." "There's rarely a book to seen anywhere" should read "There's rarely a book to be seen anywhere."

I enjoyed the article, but wanted to point these things out.

Brian R. Smith
Delray Beach (Fla.) Public Library

Manley Oh So Wrong

In response to Will Manley's *Will's World* column "Conservatives Among Us" (*AL*, Oct., p. 56):

I wholeheartedly agree with Will Manley's sentiment that libraries should reach out to conservatives, both within and outside the profession. This point was really driven home for me during a class discussion last spring, when a fellow student noted that she felt "too

conservative" for the profession in the context of ALA's statement against the Iraq War.

But the points of entry that Manley provides are spurious at best. Most conservatives do not "care about religion," they care about *their* religion. Otherwise there would be no talk of Qur'an burnings. Similarly, "fiscal responsibility" means "smaller government" and libraries are government. Conservatives view libraries as disposable. Pointing out how libraries assist small businesses by providing information they cannot afford otherwise might be a more persuasive argument.

Eric Phetteplace
University of Illinois at Urbana-Champaign

Mr. Manley's suggestion that library professionals should suck up to "the growing number of conservative politicians" to increase their budgets is a terrible one. I hope we aren't a profession comprised of sycophants who would align themselves with whatever particular political party is in favor at the moment for monetary gain. What does he takes us for? Whores?

The reason he gives—that "libraries fit very nicely into their political agenda"—is laughable. "What institution does more to provide a wide range of information about all the world's religions than the library?" he asks. But conservatives only believe strongly in *their* religion.

He goes on to ask, "What institution in America does more to serve families than libraries?" Is Mr. Manley aware that family values is the conservative code for antihomosexual? So, libraries should only serve all of our straight family members? I hope not. He also

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.

writes, “The library is probably the number one self-help institution in America. It’s where immigrants go to learn how to assimilate and succeed.” I can’t say that the success and assimilation of immigrants is the first thing that comes to mind when I think of the conservative agenda.

The *American Heritage Dictionary* defines conservative as “tending to oppose change; favoring traditional views and values.” New thoughts and ideas frighten them and are contrary to their very outlook. They are a stagnant breed who want this country to revert to what they perceive were the “good old” days. The problem is, those good old days were only good for a certain segment of the population.

Rick Yankosky
Hainesport, New Jersey

Worth The Fight

In response to Amy Harris’s letter
“Making Choices” (*AL*, Oct., p. 6):

Amy Harris has the issue of libraries’ response to continuing budget cuts exactly wrong on nearly every count. I cannot comment on the specific complaints of her colleagues, but I can tell you that we “whiners” see cuts to libraries as part of a bigger political picture: the steady defunding across the board of critical services that include education, fire, and police, and yes, public and academic libraries. We don’t see libraries as more critical than the other services Ms. Harris cites; we think it’s disgraceful that the “cut taxes at any cost” politicians—of both parties—pit public agencies against each other in the first place.

In a society that calls itself a democracy, libraries aren’t any less essential than other public services either. A healthy democracy wants its citizens protected by police and fire departments, to be sure. But it also wants its citizens to find and keep jobs, to be educated in the affairs of their world, and to make informed decisions about their lives.

If anything, it’s the lack of complaining by libraries and other public agencies that has helped us get into our current mess. We’re just complaining to the wrong people—ourselves! Our tradition of reluctance to complain in the political arena has cost the communities we serve dearly; the complaints need to move from the reference desk into the public eye, and onto the legislative radar.

Make no mistake: If Ms. Harris and those of her mindset do not grasp the reality of the current political climate, they will soon find themselves struggling to keep “a reasonable perspective and positive attitude” as formerly employed librarians.

Ryan Stacy
Campbell County (Ky.) Public Library

There is no question that all good communities have well-staffed and responsive fire and police departments. They are an important part of life here in the United States. It is good to have well-staffed hospitals close to home. And when there is an emergency, these well-trained people respond with efficiency and care.

We live in a great democratic country. Having a literate and well-informed population is critical to a democratic society. You cannot wait until an emergency to create a literate society. Democracy happens each and every day in our country for everyone, not just those who are hurt, sick, or victims of a crime. Having a population that can read, understand issues, and vote keeps us from regressing from a country that is protected by its police force to a police state.

At first glance, having a library that is open on a Sunday afternoon or

providing story times for toddlers may seem like a luxury. Take a step back and look at the big picture. Libraries are critical to the ideals of a democracy, providing residents of all

socioeconomic groups access to information. Living in a democracy where I can decide to be a police officer, a nurse, or a librarian trumps everything.

Good communities need a balance of services. Pitting one against another is counterproductive and short-sighted. Well-educated and informed police, firefighters, librarians, and medical personnel can work together to get us through these tough economic times. It’s true that libraries, like freedom, aren’t free, but they are both worth fighting for.

Becky Pearson
McMinnville (Oreg.) Public Library

Diversity Applauded

I was very surprised and pleased with *American Libraries’* August cover and the Annual Conference wrap-up “Librarians Head for the Hill to Rally for Reading” (p. 38–44).

It is not often that the magazine shows African-American librarians or prints articles involving them. As an African-American librarian and an ALA member for over 25 years, I was beginning to wonder if we were a dying breed.

It was gratifying to see so many of them rallying for reading and participating in the Habitat for Humanity program in Washington, D.C. I look forward to seeing more articles involving minorities, and especially African Americans.

Evelyn L. Meningall
East Brunswick, New Jersey



Continue the conversation at americanlibrariesmagazine.org

Stroyan, Sullivan Seek 2012-13 ALA Presidency

Susan Stroyan, information services librarian at Illinois Wesleyan University's Ames Library in Bloomington, Illinois, and Maureen Sullivan, professor of practice in the doctoral program, Managerial Leadership in the Information Professions, Graduate School of Library and Information Science at Simmons College in Boston, are the nominees for the 2012-13 ALA presidency.



Susan Stroyan



Maureen Sullivan

Stroyan has held leadership positions in public and special libraries as well as multitype library systems and academic settings over the past 34 years.

She has been an ALA member since 1975 and served as a member of the Association's governing Council from 1994 to 1998, the ALA Self Study Committee from 1992 to 1995, and chair of the ALA Awards Committee from 2008 to 2010. Stroyan has also served three terms as a member of ALA's Association of College and Research Libraries (ACRL) National Conference Executive Committee.

Stroyan has been both a participant and mentor in the Small

College Mentor Program in 1996-97, 1998-99, and 2007-08. She served as president of ALA's Library Administration and Management Association (LAMA) in 1991-92 and president of the Beta Phi Mu International Library and Information Studies Honor Society in 2009-10. Stroyan has also held offices in state and regional library associations, including serving as president of the Illinois Library Association in 1995-96.

Her honors include Illinois Academic Librarian of the Year (2000) and Illinois State University Honored Alumna (2002).

Stroyan has a bachelor's degree in library science from Illinois State University (1972) and a master's degree (1973) and doctorate in library science from the University of Illinois (1986).

Sullivan serves as a consultant to numerous libraries of all types—academic, public, school, law, health sciences, and other special libraries and library consortia. She served as human resources administrator in libraries at the University of Maryland (1977-80) and Yale University (1983-91). Sullivan was also management training specialist for the Association of Research Libraries (1980-83).

She is cochair of ALA President Roberta Stevens's initiative "Our Authors, Our Advocates" and was past president of both ACRL (1998-99) and LAMA (1988-89). Sullivan also served as cochair of ALA's Emerging Leaders initiative in 2006-08, chair of the Office for Library Personnel Resources Advi-

sory Committee in 1991-93, and chair of the Minority Fellow Program Advisory Board from 1989 to 1995.

She was named ACRL's 2010 Academic/Research Librarian of the Year and received the 1999 ALA Elizabeth Futas Catalyst for Change Award.

Sullivan has a bachelor's degree in history (1974) and a master's degree in library science (1976) from the University of Maryland.

Hildreth Nominated for IMLS Director

President Obama has nominated former ALA Public Library Association president Susan H. Hildreth, city librarian at Seattle Public Library, to be director of the Institute of Museum and Library Services. She previously was appointed as California's state librarian by Gov. Arnold Schwarzenegger.

ALA President Roberta Stevens noted that Hildreth's experience and knowledge of all types of libraries make her the ideal choice for the position. "Within the library community, Susan is known for her innovation and leadership," Stevens said.

Anti-Bullying Resources Available

In response to recent tragic events involving gay, lesbian, bisexual, transgendered, and queer (GLBTQ) teens, ALA's Gay, Lesbian, Bisexual and Transgender Round Table (GLBTRT) has compiled "Speaking

OUT Against Bullying,” a list of resources for kids in trouble and the people who care about them. The list is compiled by GLBTRT members and is available at ala.org/glbtrt.

GreenMyParents Joins ALA to Aid Haiti

GreenMyParents, a social media youth movement to seed the green economy and save the planet, has joined forces with ALA in its effort to rebuild the Petit Goave Public Library in Haiti, which was destroyed by the earthquake in January. The estimated cost to rebuild the Petit Goave Library is \$350,000.

GreenMyParents youth champions will connect with their local libraries to set up meetings and conduct youth-led interactive workshops that teach kids how to engage their parents in practical programs of home-based environmental changes that result in learning about money, health, science, and relationships by conserving energy and greening diet and family habits. Participants will be encouraged to direct a small portion of realized financial savings to help rebuild the library.

ALA has raised more than \$25,000 to help rebuild libraries in Haiti. Funds have already been distributed to help the National library of Haiti hire an architect to develop plans for the new Petit Goave Public Library and finance the purchase of land for the new Centre Culturel Pyepoudre Community Library. Visit ala.org/haiti.

IMLS Awards Web Resource Grant

The Institute of Museum and Library Services (IMLS) has awarded a \$581,609 grant to ALA and the Center for Library and Information Innovation (CLII) of the University of Maryland's iSchool to develop a web resource to help libraries and

governments better assist users with successfully engaging in e-government activities. Project partners also include the University of Illinois at Chicago and the Information Institute at Florida State University.

Developed jointly by ALA and CLII, the web resource will include service and resource content, tuto-

rials, best practice approaches to government-library collaborations, embedded expert government information digital reference, guidance on the provision of e-government services, the ability to share and exchange practices, and tools to facilitate local customization of e-government service provision and resources in libraries.

THE ASSOCIATION'S ASSOCIATIONS: RUSA

THE ULTIMATE SEARCH ENGINES

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SUPPORTING PROFESSIONAL ENDEAVORS

As a RUSA member, you can count on our division to provide you with the knowledge and skills to be the best you can be. You'll find it in our programming during ALA's Annual Conference. This year's topics include social media, trends and issues in reference publishing, designing user-focused information services, incorporating maps into your history collections, readers' advisory research, and trends and marketing reference services on a tight budget.

In addition to conference programming, we offer learning opportunities including online courses on genealogy, business reference, reference interview basics, and readers' advisory. We also offer workshops in conjunction with the 2011 Annual Conference, such as "Strange Bedfellows: IT and Reference Collaborations to Enhance User Experiences"; "Effective Library Services to Older Adults Seeking Employment and Volunteer Opportunities"; and "Business Reference 101: Core Competencies for Business Librarianship." Registration for these events opens January 2.

RUSA will also host outstanding genealogy reference workshops during Annual and the upcoming Midwinter Meeting. Registration is now open for the Midwinter workshop in San Diego, "Genealogy Happens! at the Genealogy Reference Desk," a full-day session that covers both genealogy reference basics and specialized resources, such as criminal records. RUSA members get the lowest rates on all of these exciting events.

MEMBERSHIP AS A RESOURCE

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

—Liz Markel, marketing specialist

The project's initial focus is on immigration and taxation as the two content areas to develop the resource, and has support from the

CALENDAR

ALA EVENTS

2011

Jan. 7–11: ALA Midwinter Meeting, San Diego, ala.org.

Mar. 6–12: Teen Tech Week, ala.org/teentechweek.

Mar. 16: Freedom of Information Day, ala.org/wo.

Mar. 30–Apr. 2: Association of College and Research Libraries National Conference, Philadelphia, ala.org/acrl.

Apr. 2–9: Money Smart Week, ala.org.

Apr. 10–16: National Library Week, ala.org.

Apr. 12: National D.E.A.R. Day—National Drop Everything and Read Day, ala.org/alsc.

Apr. 12: National Library Workers Day, ala-apa.org.

Apr. 13: National Bookmobile Day, ala.org/bookmobiles.

Apr. 24–30: National Preservation Week, ala.org/alcts.

Apr. 30: El día de los niños/El día de los libros, Children's Day/Book Day, ala.org/alsc.

June 23–28: ALA Annual Conference. New Orleans, ala.org.

Internal Revenue Service, the U.S. Citizenship and Immigration Services, the Government Printing Office, five state library agencies (Connecticut, Florida, Maryland, New Jersey, and Texas), and several public and academic libraries.

Academic Libraries Value Report Available

ALA's Association of College and Research Libraries has released a report, "Value of Academic Libraries: A Comprehensive Research Review and Report," that reviews the quantitative and qualitative literature, methodologies, and best practices currently in place for demonstrating the value of academic libraries. It was developed for ACRL by Megan Oakleaf of the iSchool at Syracuse University.

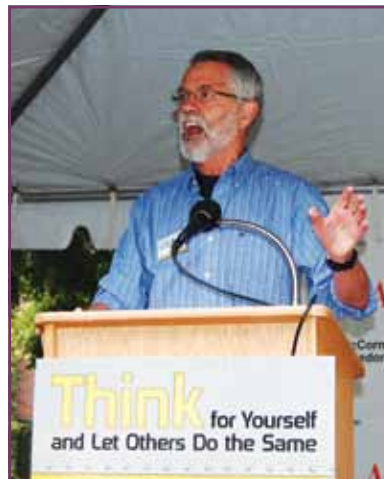
The report is designed to provide academic librarians and institutional leaders with a clearer understanding of what research about the performance of academic libraries already exists and where gaps occur. Visit acrl.ala.org/value.

Radcliffe, Watson, Grint Join READ Series

Daniel Radcliffe, Emma Watson, and Rupert Grint have joined the ALA Graphics celebrity READ poster series (alastore.ala.org), honoring the reading phenomenon inspired by J. K. Rowling's Harry Potter series.

The stars show their love of reading by each holding a favorite book: Radcliffe with Mikhail Bulgakov's *The Master & Margarita*, Watson with William Shakespeare's *Romeo and Juliet*, and Grint with Anthony Burgess's *A Clockwork Orange*. The release of the READ posters coincides with the November 19 movie release of *Harry Potter and the Deathly Hallows*, the first of a two-part finale to the series.

CELEBRATE READING FREELY



Author Chris Crutcher celebrates Banned Books Week 2010, September 25–October 2, during the national kickoff at Bughouse Square in Chicago, hosted by ALA's Office for Intellectual Freedom. The annual event promotes the freedom to read and the importance of the First Amendment. See more photos and video at americanlibrariesmagazine.org.

Radcliffe has played the title role in all of the blockbuster films based on the Potter books. Grint has starred as Ron Weasley, Potter's classmate and loyal best friend, and Watson has starred as Hermione Granger in all of the Harry Potter films.

Radcliffe is the featured Newsmaker in this issue (see p. 24).

ALA Drupal Migration Company Selected

ALA has contracted with OJC Technologies of Urbana, Illinois, to manage the migration of ala.org to the open source Drupal platform.

"Moving the ALA website to Drupal aligns us with libraries' community-focused ideals," said ALA Website Advisory Committee Chair Aaron

Dobbs. “ALA will be able to engage with its almost 7 million website visitors in a lively way. Of key importance, member-volunteers who assist with the creation and maintenance of content will find it much easier to work in Drupal.”

“A contingency-based time line for the migration will be released when the discovery period is complete, probably in December or January,” said Sherri Vanyek, ALA’s director of Information Technology and Telecommunications Services.

As a test case, *American Libraries* moved successfully to the Drupal CMS in January 2010 under the management of Associate Editor Sean Fitzpatrick.

ALA Joins “Target Read With Me”

ALA and Target Corporation are partnering in Target’s nationwide “Target Read With Me” campaign to help increase the reading proficiency of children. ALA will provide support and resources for a dedicated website (with a link from atyourlibrary.org) focused on encouraging adults to read to children. The goal is to help foster a love of books and reading and significantly increase a children’s ability to read on their own by the end of third grade.

The Association is contributing recommended reading lists and tips to help parents build their child’s home library. The website also offers a library search tool to help visitors find libraries by zip code and encourage them to supplement their reading activities with free library resources. Visit target.com/reading.

High-Poverty Schools Hurt by Economy

ALA’s American Association of School Librarians 2010 School Libraries Count! survey indicates that the educational resources of students in high-poverty schools have been disproportionately

affected by the economic downturn.

Overall survey results show that school expenditures on information resources were approximately \$12,260 in 2010, compared with \$13,525 last year. Average spending on information resources in high-poverty schools decreased 25%, or \$3,557, on average, compared with 2009 survey results.

In addition, high-poverty schools reported a 4% decrease in books, 22% decrease in periodical subscriptions, and 11% decrease in

video materials. Audio materials were the only collection area to report an increase of 3%, compared with low-poverty schools, which reported a 12% increase.

The survey also found total library staff hours on the decline, with an average of 2.4 fewer hours reported in 2010 than 2009. When certified school librarians are separated from the entire school library staff, there is a 0.8-hour increase in work hours per week reported. Visit ala.org/aasl for details. ■

THE ASSOCIATION’S ASSOCIATIONS: YALSA

ADVOCATING FOR TEEN LITERATURE

The Young Adult Library Services Association (YALSA) advocates, promotes, and supports library services for those ages 12 to 18 and those who provide library services to that age group.



Teen Tech Week 2011 takes place March 6–12, with a theme of “Mix and Mash @ your library.” Registration is open at ala.org/teentechweek through February 1. The website also offers publicity tools, activity ideas, and more.

Teen Read Week 2011 is Oct. 16–23, with a theme determined by teen voting during Teen Read Week 2010. Learn more at ala.org/teenread. Through funding from Dollar General Literacy Foundation, YALSA will be creating materials and resources for librarians, including Spanish-language resources, to promote summer reading and Teen Read Week in 2011.

Teens cast more than 8,000 votes in the annual Teens’ Top Ten poll, choosing Suzanne Collins’s *Catching Fire* as their favorite book. Nominations for next year’s Teens’ Top Ten will be available at ala.org/teenstopten April 14, Support Teen Literature Day.

YALSA will announce its annual awards, including the Alex, Edwards, Morris, Nonfiction, Odyssey, and Printz winners, at the Youth Media Awards in San Diego January 7 during ALA’s Midwinter Meeting. The YALSA Nonfiction Award and the Morris Award will announce their shortlists the first week of December.

The division also launched a new publication, an open-access, online, peer-reviewed research journal, *The Journal of Research on Libraries and Young Adults* (yalsa.ala.org/jrly). In December, YALSA will launch The Hub, a literature blog for teens and YA lit enthusiasts, at yalsa.ala.org/thehub.

YALSA hosted its second symposium in Albuquerque, New Mexico, November 5–7, with a theme “Beyond Good Intentions: Diversity, Literature, and Teens.” The next symposium will be in St. Louis, Missouri, November 2–4, 2012. For more information, including the theme and how to propose programs, visit ala.org/yalitsymposium.

—Stephanie Kuenn, communications specialist

2011 ALA Nominating Committee Council Nominees

Mustafa Abbas Abdelwahid

Head of Collection
Development and
Technical Services
Auburn Avenue Research
Library on African American
Culture and History
Atlanta, Georgia

Xan Arch

Collection Development
Librarian
Reed College
Portland, Oregon

J. Douglas (Doug) Archer

Reference Librarian
Hesburgh Library
University of Notre Dame
Indiana

Michelle Boule

Freelance Librarian
League City, Texas

Barbara Christine Brattin

Director
Wilkinson Public Library
Telluride, Colorado

Karl Bridges

Associate Professor,
Information and
Instruction Services
University of Vermont
Burlington, Vermont

Thomas Brogan

Young Adult Cluster Specialist
Brooklyn Public Library–
Greenpoint Branch
Brooklyn, New York

Peggy Birdsall Cadigan

Associate State Librarian
for Innovation and
Outreach Strategies
New Jersey State Library
Trenton, New Jersey

Patricia Carterette

Director of Continuing
Education
Georgia Public Library Service
Atlanta, Georgia

Matthew Cizek

Head Librarian

Penn State University–
Shenango Campus
Sharon, Pennsylvania

Susan Leigh Considine

Executive Director
Fayetteville Free Library
Fayetteville, New York

Amy Begg De Groff

Transition Manager
LibLime
Bethesda, Maryland

Roberto Carlos Delgadillo

Humanities, Social Science,
and Government Information
Services Librarian
Davis University Library–
University of California
Davis, California

John DeSantis

Cataloging and Metadata
Services Librarian
Dartmouth College
Hanover, New Hampshire

Barbara L. Flynn

Deputy Director
San Diego County Library
San Diego, California

Angelica Guerro Fortin

Branch Manager
San Diego County Library–
San Marcos Branch
San Marcos, California

Ken Fujiuchi

Emerging Technology Librarian
Buffalo State College
Buffalo, New York

Mary Anne Hodel

Director/CEO
Orange County Library System
Orlando, Florida

David A. Hurley

Branch Manager
Albuquerque Bernalilio
County Public Library
Albuquerque, New Mexico

Julius C. Jefferson, Jr.

Information Research
Specialist

Library of Congress
Washington, D.C.

Susan L. Jennings

Lead Librarian for
Desk Services
Belk Library and Information
Commons– Appalachian
State University
Boone, North Carolina

Shu Yong Jiang

Associate Professor, Chinese
Studies Librarian
University of Illinois at
Urbana-Champaign
Urbana, Illinois

Xudong Jin

Associate Director of
Libraries and Head of
Technical Services
Ohio Wesleyan University
Delaware, Ohio

Jonathan C. Kinloch

Commissioner
Detroit Public Library
Detroit, Michigan

Kenneth Koziel

County Librarian, Head
Randolph County
Public Library
Cuthbert, Georgia

Charles E. Kratz

Dean of the Library and
Information Fluency
Weinberg Memorial Library–
The University of Scranton
Scranton, Pennsylvania

LeRoy LaFleur

Head
Arlington Campus Library–
George Mason University
Arlington, Virginia

Jason LeDuc

Director of Sales
Counting Opinions
Chicago, Illinois

Patricia Ann Loghry

Associate Librarian
University of Notre Dame
Notre Dame, Indiana

Dallas Jonathan Long

Head of Access Services
Illinois State University
Normal, Illinois

Mike L. Marlin

Director
California Braille and
Talking Book Library
Sacramento, California

Lawrence McCrank

Dean, Library and
Information Services
Chicago State University
Chicago, Illinois

Pat McLeod

Director
David and Joyce Milne
Public Library
Williamstown, Massachusetts

Jennifer J. Meister

Branch Manager
G. Chastaine Flynt
Memorial Library
Flowood, Mississippi

Linda Mielke

Director
Butte County Library
Oroville, California

Courtney A. Mlinar

Reference and Academic
Support Services Librarian
Health Professions
Division Library– Nova
Southeastern University
Fort Lauderdale, Florida

Robbie Nickel

Librarian
Sage Elementary School
Spring Creek, Nevada

Jack O'Gorman

Reference and Instruction
Librarian, Associate
Professor
University of Dayton
Dayton, Ohio

M. A. (Peg) Oettinger

Retired
Warminster, Pennsylvania

Andrew K. Pace

Executive Director
Networked Library
Services, OCLC
Dublin, Ohio

The list includes Executive Board-approved ALA Council nominees from names submitted by the Nominating Committee. Petition candidates for ALA president and Council have until February 2, 2011, to enter the race and will be noted in subsequent issues of American Libraries as their names become available.

Mary Pagliero Popp
Research and Discovery
Services Librarian,
Indiana University
Libraries, Digital User
Experience Department—
Wells Library
Bloomington, Indiana

JP Porcaro
Virtual Services Librarian
New Jersey City University
Jersey City, New Jersey

Pamela C. Sieving
Informationist, Biomedical
Librarian
National Institutes of
Health Library
Bethesda, Maryland

John C. Stachacz
Dean of Library Services
Wilkes University
Farley Library
Wilkes-Barre, Pennsylvania

Holly Tomren
Head of Monograph,
Electronic Resources,
and Metadata
Cataloging

University of California—
Irvine Libraries
Irvine, California

William L. Turner
Librarian
District of Columbia
Public Library
Washington, D.C.

Patricia A. Wand
Former Dean
Library and Learning
Resources—
Zayed University
Abu Dhabi and Dubai,
United Arab Emirates

Jennifer Wann
Director of Development
Services
Mississippi Library
Commission
Jackson, Mississippi

Kelvin Watson
Branch Head, Acquisitions,
and Chief Collection
Development Officer
National Agricultural
Library
Beltsville, Maryland ■

MEMBER ALERT

PREPARE FOR 2011 ALA ELECTION

ALA's upcoming election will be held online for most members. Those who are homebound and/or have no internet access can obtain a paper ballot by contacting the Member and Customer Service Department at 800-545-2433, ext. 5. To be eligible to vote, members must be in good standing as of January 31, 2011.

Polls open March 16 and will close April 22 at 11:59 p.m. CST. ALA will provide all eligible voters with unique pass codes as well as information about how to vote online via an e-mail message. Members should make sure that they are able to receive e-mail transmissions well before the polls open and may need to whitelist the election material as follows:
From: ALA Election Coordinator; e-mail address 2011election@alavote.org; Subject: ALA 2011 Election Login Instructions.

To update your e-mail address, visit ala.org/membership or send an e-mail message to membership@ala.org with "Update My E-mail Address" in the subject line. All bounced and duplicate e-mail addresses will be mailed balloting credentials beginning March 21 via the U.S. Postal Service.



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How to Be Prepared in Case Violence Strikes

The library workplace is no more immune to violent incidents than any other venue, sad to say, and just as vulnerable to physical attacks by troubled colleagues as from visitors. Consider these headline-grabbing situations, all taking place in libraries within a three-week period this fall:

- A 19-year-old freshman toting an AK-47 enters the University of Texas at Austin's Perry-Castañeda Library September 28 and commits suicide on the top floor.

- A knife-wielding man hides in the Free Library of Philadelphia's Greater Olney branch September 27 after allegedly robbing the shoe store several doors away. Police follow him into the children's section and, when the suspect lunges at an officer, shoots him. The incident happens 20 minutes before schoolchildren typically pour into the branch after school lets out.

- Library staffers of the Dayton (Ohio) Metro Library's Madden Hills branch intervene October 4 when a man begins beating a woman just outside the building. The abuser responds by seeking a fist fight with those confronting him, and a library assistant who works a second job as a bouncer ends up punching the man. Before fleeing, the suspect reveals a concealed gun in his waistband and threatens to shoot the assistant standing outside and fire inside the library. Police apprehend him a short time later.

- Librarian Alan Godin is sentenced October 14 to 25 years in prison for murdering colleague Devin Zimmerman 364 days earlier at their workplace, the Northeast Lakeview College Library in Universal City, Texas. Prosecutors argued that the motive was Godin's jealousy over Zimmerman's appointment as a library instructor.

“Seek precautionary advice from your local police,” advises Richard Paustenbaugh, chair of the Library Safety/Security Discussion Group of the ALA Library Leadership and Management Association's Building and Equipment Section. “It might be campus police, it might be your city police. Invite them in, give them a chance to see the lay of the land, and solicit their advice about what they'd want you to do in an emergency,” Paustenbaugh recommends.

“Explain to them what you're interested in—for example, ‘I want to know what you want us to do if we have someone come in with a weapon’ and go over that.”

Noting that it's “ingrained in us to stop, drop, and roll” if we're caught in a fire, Paustenbaugh asserted, “People rarely do any planning for encountering an individual in a violent setting in your building.”

Continuum of violence

“It is foreseeable. And it's completely preventable,” said Paul Viollis, CEO of Risk Control Strategies in New York City in the October 17, 2009, *San Antonio Express-News* of Devin Zimmerman's murder by his colleague Alan Godin. Agreeing, San Antonio-area attorney Manuel Pelaez explained that trained supervisors can detect a “continuum of violence” that can start with the red flag of a raised voice and progress to a slammed door and perhaps down the line, a direct threat. “No one ever just snaps,” he asserted, adding that troubled individuals “are looking to be stopped. They want the situation to change.”

What about safeguarding the library from violence-prone visitors who aren't employed there?

Paustenbaugh advises having regular conversations with staff members about the library's crisis-intervention plan. “Just as we prepare for the eventuality of a fire alarm or other things, we need to do the same thing with regard to these kinds of incidents. You have written policies, but they're stuck in a manual. You need to review what you want your staff to do on these occasions. Where do we go? What do we do with our patrons?”

“You know it's unlikely, but when that day comes, you need to be ready,” Paustenbaugh emphasized. “There needs to be an annual review, even for 10 minutes. It's so helpful.”

—Beverly Goldberg

ANYTHINK SPARKOPOLIS FUN



Oversized frames appeared at the Rangeview Libraries' Anythink Wright Farms branch in Thornton, Colorado, September 11 for Sparkopolis, a Friends Foundation fundraiser for the district's public art project. Guests posed inside the frames with the library as backdrop in an event that drew 375 people and raised \$25,000.

National Book Festival Sets Attendance Record at 150,000

Setting a new attendance record, an estimated 150,000 book lovers gathered September 25 on the National Mall in Washington, D.C., for the 10th annual National Book Festival, organized and sponsored by the Library of Congress, with Honorary Chairs President Barack Obama and First Lady Michelle Obama. Librarian of Congress James H. Billington and David M. Rubenstein, who this year gave the festival a \$5 million gift, are co-chairs of the new National Book Festival Board.

Festival-goers celebrated creativity and imagination with their favorite authors, illustrators, and poets in

Festival author presentations are available as webcasts on the festival homepage on the Library of Congress website at www.loc.gov/bookfest.

standing-room-only pavilions, including Let's Read America; the Pavilion of the States; Children; Teens and Children; Fiction and Mystery; Poetry and Prose; History and Biography; and the Library of Congress pavilion, which featured programs such as the Veterans History Project and demonstrations by library staff about how people can preserve their own books, photos, and audiovisual materials. Authors also signed books for long lines of their fans.

"This year the National Book Festival is celebrating a decade of words and wonder, giving nearly 1 million people the opportunity to interact directly with some of the most gifted and most popular authors of our time, and millions more to enjoy the experience online," Billington said.

Authors, programs, kids

More than 70 best-selling authors, poets, and illustrators gave presentations including: Isabel Allende, Ken Follett, Michele Norris, Suzanne Collins, Laura Bush, Jonathan Franzen, Brad Meltzer, Jane Smiley, David Remnick, Craig Robinson, Anchee Min, Pat Mora, Jules Feiffer, Elizabeth Kostova, Scott Turow, Judith Viorst, Peter Straub, Gordon S. Wood, Diana Gabaldon, Martha Grimes, Timothy Egan, Bruce Feiler, Wil Haygood, and Spike Mendelsohn.

Highlights of the festival included the launch of "Gateway to Knowledge," a traveling exhibit on a tractor-trailer that will visit some 60 communities across America, sponsored by the Abby and Emily Rapoport Foundation.



A crowd of book lovers fills the National Mall for a record-breaking National Book Festival 2010.

• A readers' theater presentation led by National Ambassador for Young People's Literature Katherine Paterson offered the final chapter of "The Exquisite Corpse Adventure," a year-long, serialized story written by many beloved children's authors and illustrated by notable artists. The story can be found online exclusively at Read.gov.

• Children sang along with PBS KIDS's SteveSongs, enjoyed Read Alouds with Martha from *Martha Speaks*, and posed for pictures with PBS KIDS characters from the cast of *Super Why*, Abby Cadabby from *Sesame Street*, Buddy from *Dinosaur Train*, and other favorite characters such as Curious George, Clifford the Big Red Dog, and the Cat in the Hat.

• Target, a charter sponsor of the National Book Festival, featured "Mail from the Mall," where festival-goers got their pictures taken in front of a green screen and had their images incorporated into the book-festival poster and put on a postcard.

—Matt Raymond and Jason Werden, Library of Congress

Library of Congress Study Addresses Audio Preservation

America is in danger of losing its recorded sound heritage, according to a new study by the Library of Congress National Recording Preservation Board.

"The State of Recorded Sound Preservation in the United States: A National Legacy at Risk in the Digital Age," by Rob Bamberger and Sam Brylawski, is the first comprehensive national study to examine the state of America's sound-recording preservation. Released September 29,

the study was mandated by the National Recording Preservation Act of 2000.

While libraries, archives, and other public institutions hold an estimated 46 million sound recordings, the study found that large areas of America's recorded-sound heritage are inaccessible to the public, and in some cases have already deteriorated. Only some 10% of music released in the United

States in the 1930s can be readily accessed by the public, and only an estimated 14% of pre-1965 commercially released recordings are currently available from rights-holders.

But born-digital recordings also pose challenges, and the study found that older recordings are more likely to survive than newer ones. "Today's digital formats are not inherently safe harbors of preservation," the authors wrote. "Protecting and maintaining digital audio recordings pose problems that go beyond those associated with the preservation of analog recordings, and it requires that a totally new set of preservation techniques be developed."

The study results will be used to inform a national plan to protect audio heritage by LC, which has begun initiatives to solve some problems. For example, the Recorded Sound Section of the Packard Campus for Audio-Visual Conservation has obtained a license to stream acoustical recordings controlled by Sony Music Entertainment for the Library of Congress National Jukebox.

The report is available free at clir.org as publication 148.

"Protecting and maintaining digital audio recordings pose problems that go beyond those associated with the preservation of analog recordings."



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Giving Out Money at the Library: Help Students Find Scholarships

Who in your community collects information on scholarships offered by local clubs, service organizations, and other mostly non-profits? Not the college or high school awards, not the Tylenol ones, but the really local ones. The answer? Probably no one. Oh, sure, they appear in the local paper, timed just like dandelions—every year in early spring. But, unlike dandelions, those local scholarship notices disappear with the weekly trash pickup.

A reference librarian can gather this information and perform a great service. It is a way we can enhance the library's value to the community—especially in these economic times. It is easy.

I know librarians are busy. There are more and more people needing our instruction, guidance, and services, not to mention our ears at times. But someone at the reference desk can collect and publish this information and make it available to the community. You can do it between reference questions. It will help hone your techie skills.

How? Collect the scholarships that are offered in your geographical area. Gather information from your local newspaper, newsletters, school award blurbs from last year's ceremony, or wherever you find it. E-mail your

contacts in and out of the library. Ask them to tell you about any local scholarships they hear about.

Don't gather the ones offered by the local high schools; students can find out about those from their guidance departments. National scholarships can easily be found using Fastweb or other online scholarship search sites. Also readily accessible to students are scholarships offered by the colleges themselves or by the state board of regents.

Do list scholarships offered to adults and not just high school students. There are a lot of out-of-work folks returning to school and they appreciate scholarships also—and might remember our help at levy times.

The power of gratitude

It is the local nonprofit types of scholarships that are sometimes hard to find. Often these have fewer applicants for that very reason. I had a patron connected with a local theater group tell me that the group had only three applicants for a \$500 scholarship. Compare those odds with the Tylenol scholarship.

Start out by literally clipping and pasting in a notebook if need be. Soon you will realize the power of those small clippings and want to share them with the world, and internet tools available to us make this a snap.

So, go to Google Sites and begin a website, or use another site-creation program if you'd rather. Try to list as much pertinent information as possible: Who offers the scholarship, the amount of the scholarship, the deadline, a link to the organization's website or contact information, and where students can get an application.

You can mostly rest from June to December. The hot time for local scholarships is January to April. The local groups want the kids to get them before they graduate and get kudos from the community so they can raise funds for the next go-round. But, come late winter, start reading the local paper for those little two-inch columns.

Keep the site simple, with just the information students need. I did, however, add my favorite educational quote to my site, from Derek Bok, 1971–1990 president of Harvard: "If you think education is expensive, try ignorance."

View my simple site (sites.google.com/site/medinascholarships/) and let me know how you like it. The scholarships listed there were worth about \$48,000 last time I counted. The technical parts can probably be improved, but the focus is to get started collecting this information and making it available. It's what librarians do.

—Barb Chase, Medina County

CALLING DESIGNERS, DIRECTORS, ARCHITECTS



American Libraries' annual Library Design Showcase is scheduled to be published on americanlibrariesmagazine.org in March and in the March-April issue of the magazine. Projects completed since October 1, 2009, are eligible. The submission form and detailed instructions are available at americanlibrariesmagazine.org/content/april-facilities-submissions. For more information, contact Greg Landgraf at glandgraf@ala.org. Pictured is Houston Public Library's Clayton Library Center for Genealogical Research.

Iraq National Library Rebuilds Amid Continued Violence

The pullout of U.S. combat troops from Iraq, as announced by President Obama in September, may threaten progress in the rebuilding of the Iraq National Archives and Library, according to Director Saad Eskander.

"We have a security gap," Eskander said, noting that a recent attack on the Ministry of Defense by Al-Qaeda fighters had also destroyed most of the National Library's doors and windows. "There is no light at the end of the tunnel. All the advances we have made were in the political sphere. Not in cultural, economic, or education spheres. And that's why we are facing a lot of challenges," he added.

Eskander has worked tirelessly to

rebuild the library after it was burned and looted in the wake of the U.S.-led invasion of Iraq in 2003.

Two new buildings, apart from the main library, are under construction; they will house maps and archival collections and a children's library. And the library has begun publication of three e-journals, on cultural heritage, women's rights, and book reviews.

But Baghdad remains dangerous, and members of the National Library staff have been killed or grievously injured. In August, "a lady from the National Library was the vic-

tim of a car bomb attack, and she lost both of her legs," Eskander said. "We know the situation is very serious."

The future for the library and for Iraq as a whole remains in doubt, Eskander said. "If we don't reform and carry out radical reforms in terms of culture and education, I'm afraid all the polit-

ical advances and progress we have made will be lost, because people will not accept . . . democracy that will remove liberty, and political violence."

Listen to the full interview at americanlibrariesmagazine.org.



"We have a security gap. There is no light at the end of the tunnel."

Saad Eskander, Director, Iraq National Archives and Library

When a Good Deed Meets Bad Press

A promptly handled reconsideration request at the Waukegan (Iowa) Public Library morphed into a public relations nightmare for Director Maryann Mori when area residents misinterpreted a *Des Moines Register* story about the relocation of *The Notebook Girls* from the YA section to adult nonfiction as keeping the title from teens.

However, nothing could be further from the truth, Mori told *American Libraries*. She explained that a September 28 request to have the book withdrawn from the collection altogether resulted in a quickly assembled review committee concluding that Waukegan PL's copy of *The Notebook Girls* "had originally been miscataloged [as YA fiction]." Ironically, she added, the relocation has undoubtedly heightened the book's visibility since "teens will go to the adult nonfiction section more readily than an adult will go to the teen nonfiction section," and patrons of all ages can borrow a book from any section. The library board agreed at

its October 12 meeting, voting to have the book reclassified.

However, readers of the *Register* saw censorship in the outcome of the materials challenge (which, the article explained, was made because the unidentified complainant objected to "foul language" and "cussing" in the book), and

wasted no time in saying so. Online commenter Robertsgunshop wrote, "See where 'reclassifying' and 'banning' books leads."

Mori astutely responded by posting her own comment to the article, asserting that "the recent decision . . . ensures that the book is accurately cataloged and in a location where it can be accessed by the most readers." In doing so, Mori demonstrated a bullet point in ALA's "In Case of Controversy"

tipsheet: "Monitor news reports so you can quell rumors and correct inaccuracies." Her one regret was in not e-mailing the *Register* reporter a copy of the library's freedom to read and collection development policies. —Beverly Goldberg

"See where 'reclassifying' and 'banning' books leads."

Des Moines Register commenter Robertsgunshop

GLOBAL REACH



UNITED KINGDOM ①

An October 21 proposal by the Publishers Association at a conference in Leeds to block library patrons from downloading e-books unless the individual is inside the library facility has triggered cries of outrage on both sides of the Atlantic. "It's a fairly regressive move at a time when we're trying to say libraries are contemporary places, and we're looking for as many ways for the public to access them as possible," responded Annie Mauger, chief executive of the Chartered Institute of Library and Information Professionals. Librarian bloggers in the United States minced no words: "Isn't the point of being online that you can have remote access to something?" Agnostic, Maybe blogger Andy Woodworth wrote. —*The Bookseller*, Oct. 21; *The Guardian (U.K.)*, Oct. 26; *Agnostic, Maybe*, Oct. 21.

GERMANY ②

A register of some 20,000 art works looted from Jewish families by the Nazis in World War II went online October 18 in the hopes of reuniting the items with their rightful owners. Begun in 2005, the database is a joint initiative of the Claims Conference and the U.S. Holocaust Memorial Museum, and was drawn up using the archives of the Einsatzstab Reichsleiter Rosenberg—the German agency that cataloged the art stolen from 1940 to 1944. Listed are the works and a description, mostly in German but sometimes in French, and in many cases the names of the owners that they were taken from.—*Discovery News*, Oct. 18.

RUSSIA ③

On October 21, Vladimir I. Kozhin, head of Management and Administration of the President of the Russian Federation, officially presented to Librarian of Congress James H. Billington 10 lost U.S. silent films that the Russian State Film Archive (Gosfilmofond) in Moscow digitally preserved. The gift is the first of many; preliminary research conducted by the staff of LC's Packard Campus for Audio-Visual Conservation indicates that up to 200 movies produced by U.S. movie studios of the silent and sound eras may have survived only in the Gosfilmofond archive.—*Library of Congress*, Oct. 21.

ISRAEL ④

As part of its 20th-anniversary celebration, the Israel Antiquities Authority is launching the Leon Levy Dead Sea Scrolls Digital Library to document the entire collection of the Dead Sea Scrolls. The IAA will image the entire collection of 900 manuscripts comprising some 30,000 scroll fragments and make the images freely available and accessible on the internet. The scrolls will be photographed with the help of Google's research and development center in Israel, using an advanced photographic technique that utilizes 11 different light waves that can reveal letters and inscriptions invisible to the naked eye. This is the first time that the collection will be photographed in its entirety since the 1950s.—*Israel Antiquities Authority*, Oct. 19; *Haaretz (Tel Aviv)*, Oct. 19.

INDONESIA ⑤

An October 13 ruling by the Indonesian Constitutional Court has stripped the attorney general's office of its authority to ban books it deems controversial. The institution has banned 22 books since 2006, including 13 history textbooks for use in junior and senior high schools. The judges said the decision to remove books from circulation should rest with the courts, not the executive branch. The office has banned hundreds of books since a law was enacted in 1963 allowing the confiscation of printed materials whose content could disrupt public order.—*Jakarta Post (Indonesia)*, Oct. 14.

NEW ZEALAND ⑥

Partial service hours were restored October 11 at the University of Canterbury's Central Library, five weeks after a 7.1-magnitude earthquake on September 3 triggered the fall of book stacks and hundreds of thousands of volumes onto the floor facility-wide. As of late October, Central Library staff were awaiting the bracing of salvageable shelving by repair crews and the arrival of new custom stacks. Students were being allowed to study and use the internet on two floors of the building Monday through Thursday. Book access was limited; many volumes still lay on the floor in areas considered physically unstable and whole ranges were boxed up.—*University of Canterbury FAQ*.

LITA Crowd Shares Tech-spertise on Innovations, Trends, the Cloud

The 13th annual LITA National Forum brought library and information technology professionals together in Atlanta September 30–October 3 to discuss projects and developments surrounding the conference theme, “The Crowd and the Cloud.” Expert speakers shared knowledge of, and experiences with, the leading trends and innovations in library technologies, including mobile, social, and web services. Keynoting this year’s forum were Amy Bruckman, associate professor, School of Interactive Computing at the Georgia Institute of Technology; Roy Tennant, senior program officer, OCLC Research; and Ross Singer, interoperability and open standard champion, Talis Information.

Bruckman kicked off the conference with “How Wikipedia Really Works, and What This Means for the Nature of ‘Truth.’” She discussed the reliability and unreliability of Wikiped-

ia, described who contributes to it and why, and concluded that we are now at a “teachable moment about the nature of truth.” Bruckman stated that there is a “crisis in epistemology,” wherein people don’t know what to believe and are asking critical questions. On one hand, “the world is only accessible through truly subjective perceptions,” Bruckman said, “but there’s a strange correlation between our perceptions. Our best guess at reality is what we agree is true.” Bruckman presented examples of how Wikipedia supports knowledge-building discourse and concluded that an entry’s reliability depends on how many people are watching and editing it—“critiquing and refining knowledge together, iteratively.”

Limitless innovation

In “Using the Cloud to Please the Crowd,” Roy Tennant described how “innovation can happen anywhere,” thanks to the ubiquity and “limit-

less” scalability of cloud technologies. Tennant’s keynote set cloud computing in the context of information technology developments over the past 40–60 years, and demonstrated how these new tools have prompted a “huge paradigm shift.” To illustrate this point, he created a website as he spoke, using cloud-based tools (Drupal and Amazon Web Services). Tennant also discussed the commoditization of computing power, available now “on demand, like electricity,” and highlighted some of the benefits to information professionals: outsourced infrastructure, greater flexibility, reduced barriers to innovation, and lower startup investments.

Programs were offered in a variety of formats, which encouraged active participation from conference attendees. Lightning-talk speakers presented on topics such as improving repositories through metadata refinements (Marliese Thomas, Auburn University) and using open-source software to create an IT department ticketing system (Nina McHale, University of Colorado in Denver).

At Sunday’s closing keynote, Ross Singer explored the potential of linked data for libraries in “The Linked Library Data Cloud: It’s Time to Stop Thinking and Start Linking.” Singer presented examples of discrete library catalog entries on the same topics and illustrated how siloed information lacks the data connections that would facilitate findability.

The 14th annual LITA National Forum will be held in St. Louis, Missouri, September 29–October 2, 2011.

—Lisa Carlucci Thomas

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Pakistan Flood Recovery Agonizing

Library damage from the summer floods in Pakistan is still not totally assessed, but Mohammad Khan Marwat of the Pakistan Library Association told *American Libraries* in mid-October that some 250 libraries in his region, mostly rural college libraries with around 1.5 million books, were severely damaged or destroyed. He had visited several of them and said that he could not forget the stench of the dead animals that had washed up to and into the libraries. He added that a number of high school libraries and four or five of the 24 public libraries in the region were also destroyed.

Marwat noted that most libraries in three northern districts of Pakistan had been damaged by the 2005 earth-

quake and had yet to recover fully. Other members of the association said they felt powerless in the face of such devastation and were hoping for aid from outside the country. Libraries are simply not a priority with the government or the public, they said.

Amy Ovalle of the Asia Foundation reported that she had obtained “stunning pictures” of flood damage from one of the foundation’s Books for Asia recipients, Northern University Nowshera. She noted that “tragically, the library there was totally destroyed in the floods.”

According to Pakistani government data, the death toll is close to 2,000 and the floods directly affected about 20 million people, which exceeds the combined total of individuals affected by the 2004 Indian



The library at Northern University Nowshera was completely destroyed.

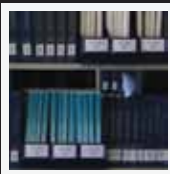
Ocean tsunami, the 2005 Kashmir earthquake, and the 2010 Haiti earthquake. Read more about libraries in Pakistan, see video and photos at americanlibrariesmagazine.org, search Pakistan.

—Leonard Kniffel

RUTGERS

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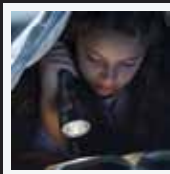
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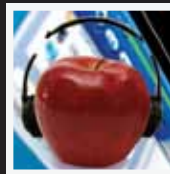
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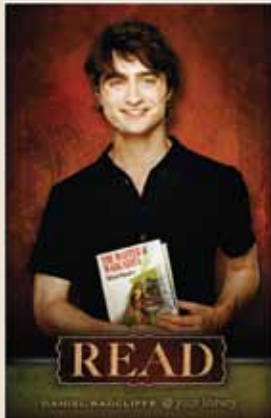
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NEWSMAKER: DANIEL RADCLIFFE

Anything that gets kids into reading is fantastic," says Harry Potter star Daniel Radcliffe, who recently posed for an ALA Celebrity READ poster along with his Potter costars Rupert Grint and Emma Watson, released by ALA Graphics just in time for the premiere of the first part of the last film in the series, *Harry Potter and the Deathly Hallows*, on November 19. Daniel Radcliffe (Harry Potter) talked to *American Libraries* in August, shortly after the photo shoot for the poster. Radcliffe's upcoming roles include a film adaptation of Susan Hill's *The Woman in Black*, a British ghost story, and a Broadway production of *How to Succeed in Business Without Really Trying*. Read the full interview on the *American Libraries* Inside Scoop blog.



librarians let you look at any of the really rare books? No, even if they had, I doubt whether I would have appreciated them at the time. However, I'm very excited to participate in the British Library's Adopt a Book program that supports the library's conservation work. For my birthday, a former teacher of mine, a huge Sherlock Holmes fan, chose Arthur Conan Doyle's *The Hound of the Baskervilles* to adopt, and we get to go on a behind-the-scenes tour of the library's conservation lab. I'm really looking forward to it.

In your poster, you are holding Mikhail Bulgakov's *The Master and Margarita*, an interesting choice. How did you discover the book?

DANIEL RADCLIFFE: I've been obsessed with the novel ever since I read it about a year ago. I've always been a huge fan of magical realism. It's an inspiring genre in which writers can just let their imaginations go wild and wonderful.

You mentioned in one of your interviews that you buy a lot of books—what are some of your favorites? I loved Ernest Hemingway's *The Old Man and the Sea*. I also liked Hunter S. Thompson's *Fear and Loathing in Las Vegas*, Umberto Eco's *The Name of the Rose*, and Émile Zola's *Germinal*, which I thought would be difficult but it read very easily. I also like classic Russian writers; I've read Mikhail Lermontov's *A Hero of Our Time* and Dostoevsky's *Crime and Punishment* and *Notes from the Underground*. The reason that these books have become classics is that they are so readable and accessible.

Will these two *Deathly Hallows* films be the best of the *Harry Potter* series?

They'd better be. We need to have the series go out with a bang, in recognition of all the fans who have supported the films and books over the years.

Besides mastering Rowling's books, how else have you prepared for your role in the film series? Do you get ideas from other fantasy novels? Not from other novels so much as listening to music. I find Radiohead inspirational, also Florence and the Machine, whose song "My Boy Builds Coffins" from the 2009 *Lungs* album is filled with melancholy and determination. And "Me Ves Y Sufres" from Hope of the States' s 2004 *The Lost Riots* album, with the lyrics, "It's so desperately sad that my life has come to this / I hope there's something better than this for me." Harry Potter is similarly dogged by tragedy.

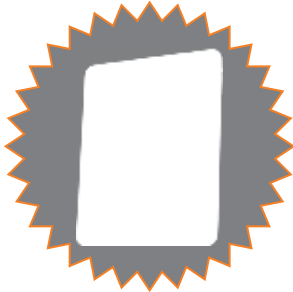
What was it like shooting scenes for the first two films in Duke Humfrey's Library at Oxford University? Did the

Do people tell you often that the books and the films have inspired a love of reading? Absolutely, and I am a case in point. Before I was cast in the first Harry Potter film, I didn't read much at all. But I have grown to love reading because of the film and now I am an absolutely voracious reader, although kind of a slow one. Anything that gets kids into reading is fantastic.

Do you often run into people who say that the books and films are instruction manuals for paganism and witchcraft? How do you answer them? I have encountered that occasionally. "Paganism" is one of those words that's thrown around and can have some terrible connotations, and I detest the word "witchcraft." I tell them that witchcraft is not real and that I don't understand what they are complaining about. Harry Potter is about loyalty and friendship and duty and fighting for what's right. I believe in people and the human spirit. ■

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How the World Sees Us

"We have a battle on our hands, Trent. The board is going to cut our allocation and they want to move us into a tiny cinderblock building out on the highway, where the convenience store used to be, and bulldoze this beautiful library to make room for a parking lot for the new sports complex they want to put in across the street. Fifteen million dollars to build that big barn and eighty grand for a shoebox to stick the library in."

SUE SCOTT as Ruth Harrison, Reference Librarian, on the Oct. 16 broadcast of *A Prairie Home Companion*.

"I found *Under the Rainbow: Growing Up Gay*, by Arnie Kantrowitz, sitting on a shelf. I would go to the library and read a section of it, then come back another day and start where I left off. There was no way I could bring it home."

NOEL ALUMIT, author of *Letters to Montgomery Clift*, on the centrality of Los Angeles Public Library in his life as a teenager, in the wake of draconian budget cuts, "City of Airheads: Villaraigosa Dismantles L.A.'s Vaunted Library System," *LA Weekly*, Sept. 16.

"My mother was a librarian . . . And not just any librarian, my high school librarian (cue scary music). What cracks me up is that librarians in popular culture are stereotyped as grey-haired women with glasses on a chain who 'shh!' people. Now my mother did 'shh!' a lot (and even once almost kicked me out of the library for asking someone a question about a chapter we were supposed to read, which was so not fair), but she was not the shy, quiet librarian featured in most movies. Nope."

Guest blogger ELIZABETH EULBERG, "My

Mother, the Banned-Book-Loving Librarian," *Eve's Fan Garden*, Sept. 22.

"Probably no other group has fought harder against censorship or government snooping into citizens' reading habits—or received less public credit for it—than librarians and the American Library Association. This is true, quiet patriotism—standing up for the rights guaranteed by the Constitution, often at the risk of their jobs. They are walking the walk, not just talking the talk. Librarians are high on my list of American heroines and heroes."

Aberdeen, Maryland, resident CRAIG HERUD, in a letter to the editor, *Baltimore Sun*, Sept. 9.

"The lifeblood of a university is its library, and cutting library resources is like cutting off oxygen to the brain. Without this lifeblood, the university will falter and fail."

ROBERT BUCKINGHAM, dean of the School of Public Health at the University of Saskatchewan, Canada, in "Library Cuts Threaten Research," *The Scientist*, Sept. 28.

"You can never open too many libraries."

Washington, D.C. Mayor Adrian M. Fenty, at the reopening of the refurbished Georgetown branch of the DC Public Library three-and-a-half years after a devastating fire, "At Library Ribbon-Cutting, Fenty Celebrates Accomplishment," *Washington Post*, Oct. 18.

"For the record, we love libraries as much as the technological advances which now put libraries in your pocket. They are havens, sanctuaries, community centers and places where helpful people who are almost certainly smarter than you hang out just to help you." Blogger JOHN C. ABELL, in "Librarians Rock. Well, Anyway, They Disco," *Wired: Epicenter*, Sept. 16.

"Public libraries are different. . . . You don't need to pull any strings to get VIP treatment." Columnist JULIA KELLER, on the legacy of the 59 libraries Chicago Mayor Richard M. Daley built or renovated during his 21 years in office, "Future Legacy in Libraries," *Chicago Tribune*, Oct. 9. ■



Where better to book a serene wedding experience than the James J. Hill Reference Library in St. Paul, Minnesota? Raved one bride at WeddingWire.com: "Beth [O'Connor, event coordinator] and the staff at the library were so accommodating and helpful." (Read: responsive library service—and photogenic Tennessee marble pillars.)

Photo: Laura Ivanova Photography

The Unknown Cataloger

Catalogers are the unsung heroes of scholarly pseudo-discoveries

by Michael Gorman

Hardly a month goes by without a story in the newspapers or elsewhere in the media about a scholar who has “discovered” a lost or hitherto unknown manuscript of a text or musical work by a famous author or composer.

Typically, following a headline such as “Twain’s Lost Story Discovered by Professor” or “Scholar Asks: ‘Is This Mozart’s Undiscovered Masterpiece?’” there is a tale of an assistant professor of something or another “stumbling” across the manuscript on the “dusty shelves” of a library or the “forgotten files” of an archive.

“It had been lying there undiscovered and unknown for decades but when I came across it, I knew what it was immediately,” said Professor Hebden-Snorkel. “It has the unmistakable stamp of [fill in famous name] that a scholar in the field could not fail to notice.”

Finding what’s not lost

I suppose that the popular idea of the scholar finding something that everyone else has neglected must be accurate in rare instances (a fortu-

itous visit to a garage sale or a pink-tape-wrapped folder of manuscripts collected by the scholar’s great-grandmother, herself the granddaughter of a Viennese music master), but in the vast majority of cases the “discovery” is owed to the work of an unknown cataloger (library or archival) and the conservation and storage activities of



In the vast majority of cases the “discovery” is owed to the work of an unknown cataloger and the conservation and storage activities of the library or archive over many decades.

the library or archive over many decades.

But it is Professor Hebden-Snorkel who gets the scholarly papers and the tenure for which she thirsts, the interviews on NPR and in the *New York Times*, and, with any luck, the surpassing glory of thousands of hits on her “Twainette” or “Wolfie’s Girl” blog. No thanks are rendered to the Unknown Cataloger or for the preservation activities of the library or archive, and their work forms no part of the media story of “Indiana Hebden-Snorkel and the Lost Manuscript.”

The Cathedral of Our Lady of Chartres was built (in fact, rebuilt) between the end of the 12th century and the latter part of the 13th. It is considered to be the ultimate expression of the Gothic Catholic sensibility and one of the surpassing achievements of humankind.

The name of the person who designed it is unknown, as are the names of the master-builders and the countless stonemasons, carvers, glaziers, sculptors, carpenters, metalworkers, and laborers who built it over the 70 years or more it took to make the great cathedral. There it stands—a monumental sum that is greater than its many parts.

The catalogs of the great libraries of the world have been under construction, in many cases, for even longer than it took to build Chartres Cathedral and they are still growing despite the many forces that affect cataloging negatively today. They, too, represent a totality that is more than the sum of the work of their many, largely anonymous contributors.

Classic enablers

So, let’s hear it for the Unknown Cataloger playing her or his part in the sublime mission of preserving and transmitting the human record for the benefit of posterity. That benign and valuable activity will also accomplish the more mundane task of enabling the discoveries of Professor Hebden-Snorkel and her many colleagues that will, if all goes well, bring them publicity, grants, tenure, and the other outward signs of inward academic glory. ■

MICHAEL GORMAN is university librarian emeritus of the Henry Madden Library at California State University, Fresno, and served as American Library Association president in 2005–06. His latest book—*Broken Pieces: A Library Life, 1941–1978*—is scheduled for publication by ALA Editions in 2011.

Freedom and Technology

Intellectual freedom in the 21st century

by Jason Griffey, Sarah Houghton-Jan,
Eli Neiburger, and the Office for
Intellectual Freedom

As libraries increasingly move beyond provision of print material and into their expanding roles as providers of digital resources and services, intellectual freedom concerns have been magnified. A dual focus on intellectual freedom issues and technology issues is surprisingly rare in professional literature today. Often, intellectual freedom is given only short shrift in critical commentary on libraries' choices and uses of technology. Similarly, in-depth consideration of specific technologies and their applications may tend to fall by the wayside when library authors focus on vital issues around our core value of intellectual freedom. Why do we see so little inquiry that bridges the divide between the two?

When forward-thinking, tech-oriented librarians write about evaluating emerging technologies, the focus often tends to be on practical issues like pricing, implementation, and sustainability. These crucial concerns should be paired with serious consideration of how such technologies impact users' rights and how they may or may not line up with our professional values. When intellectual freedom advocates write about our professional values in practice, the conclusions often tend toward the abstract or overly broad. Librarians on the front lines need thoughtful consideration of technologies, their appli-

cations, and solutions to the choices and trade-offs we confront.

Use of radio frequency identification technology is one example of an issue where tech librarians and intellectual freedom fighters have each been examining the questions and concerns but, for too long, have been speaking on different channels.

Intellectual freedom, in order to remain a vibrant and central aspect of the theory and practice of librarianship, must be infused in all that we do. This extends naturally to libraries' use of technology, which, in order to fulfill the goals and missions of our institutions, must be informed by our most basic and central professional values. As we navigate user wants and needs, libraries must keep one eye on useful, creative technological solutions while focusing on upholding intellectual freedom.

We ought to embrace our role in educating patrons, not only in traditional areas like search strategies and basic technology skills, but also on topics more broadly related to library values, like safe and responsible internet use or protecting privacy online. At the same time, during an economic downturn, libraries recognize that sacrifices

are necessary. Libraries today serve increasingly diverse populations, and we also face challenges around the global nature of information. While libraries continue to struggle to fulfill their missions and meet user needs under ever more difficult conditions, we must remain mindful of our responsibility to serve patrons with integrity and good faith.

In the face of vexing technological concerns, librarians also have a responsibility to be critical. As a profession, we are well served by both our skepticism and our ability to stay informed on topics of vital concern to libraries and patrons alike. Librarians must remain alert to the dilemmas that face us in reconciling our uses of technology with our professional integrity. The changes that have brought us to this point are substantial but have not shaken, and will not diminish, our commitment to librarianship's core values. ■

As we navigate user wants and needs, libraries must keep one eye on useful, creative technological solutions while focusing on upholding intellectual freedom.

In the November/December issue of *Library Technology Reports*, staff in ALA's Office for Intellectual Freedom collaborated with Jason Griffey, Sarah Houghton-Jan, and Eli Neiburger to produce "Privacy and Freedom of Information in 21st-Century Libraries," a practical guide to issues facing today's library professionals. This excerpt comes from the issue's introduction.

Sunrise, Sunset

When Google gets it wrong

by Joseph Janes

The good people of Sunrise, on the east coast of Florida, want you to know that they do exist, still, and have not been wiped off the map by a hurricane, or supervillain, or Godzilla. This is despite the fact that on three—three—separate occasions, Google has failed to return any results for a search for Sunrise: The town didn't appear on maps, and no Sunrise businesses, addresses, or phone numbers came up. Nothing.



In a world of subtle and insidious villainy, people turn with hungry eyes for someone, anyone, they can trust.

Sunrise isn't alone; CNN reported September 22 that the same fate has befallen several other cities, including La Jolla, California. As you can imagine, Google has offered up the typical nonresponse response, blaming the data it gets from sources like the Census Bureau, and it's quite possible that in the process of converting data sets and trying to merge various sources, things went awry.

All understandable, of course ... this mapping business has got to be very complicated. There's a slightly whimsical aspect to the story (how careless of them to lose entire cities!) but of course for people running online businesses that simply can't be found anymore, it's no laughing matter.

It's hard to imagine Google failing. That's a remarkable thing to say for almost any product or service apart from, for example, utilities; I know my heat, or light, or water might have problems or go out once in awhile, particularly in an emergency. We all know that most things break down or mess up. Things, yes ... but not Google.

It didn't take long for Google to be regarded as not only indispensable, but almost impervious. My internet connection might go down, or I might choose an unhelpful search formulation; an outright "it's not there" is beyond our ken.

Does this make a yet stronger case for a balanced information diet? Most assuredly. Did Sunrise get resurrected eventually? Yes. Does any of this surprise anybody? Probably not. Is there some deeper significance? Perhaps. If Google felt like being intentionally evil—as some would posit it could—that would hurt. The search-engine giant could punish people or organizations or websites it just didn't like, either overtly by blocking them, or quietly by nudging them ever so slightly down the list of results.

People would yell about anything obvious (ask the good folks at Ama-

zon how that goes) and it would likely get fixed, with a nonresponse response. Lather, rinse, repeat, until Google would eventually be exposed as truly malevolent, or choosing sides—or until people stopped fighting and caring, because Google's such an important and necessary service. So we'd put up with the evildoing (see: banks, credit cards, mortgage companies, cellular providers, journal publishers ...) and move on.

Evil in the contemporary world comes in many forms, none quite as reassuringly obvious and occasionally comic as an 007 movie or the old Batman series. (I'm imagining Fran Drescher as the Spider, with henchmen Client and Server manipulating search results to cause chaos.) In a world of subtle and insidious villainy, people turn with hungry eyes for someone, anyone, they can trust—a role libraries and librarians can fill with ease.

Wikipedia tells us that Sunrise, Florida, used to be called Sunset, and changed its name so that its developers could attract more retirees. Mind you, the citation to that little factoid links to the wrong page (it can actually be found, unsourced, on page 1C) of the *Miami News* of March 5, 1976, available from Google News. I guess everybody's having a bad day on this score ... 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.

Read the Fine Print

Think twice before you click “accept”

by Meredith Farkas

There probably isn't a person alive who's read the Terms of Service (TOS) of every technology or service he or she uses. Those TOS statements are usually quite long and full of boilerplate legalese that any company must include. When you're quickly trying to load and use new software, reading a TOS statement is not a priority, so most of us just click “accept” and move on.

TOS statements usually include rules about what you can do with a company's software, service, or product and what they can do with your content or information. You tacitly agree to abide by those terms by using their product. Libraries should be cognizant of the contracts that govern software, services, and products they use: The terms can impact how a library can use a technology or give a company broad rights to content that you or your patrons have created.

Too good to be true

A number of libraries have begun using Netflix for their patrons. On the surface it sounds like a brilliant idea: For a small outlay each month, you can provide a DVD catalog that is significantly larger than what any library could purchase. However, Netflix's TOS states that its service “is solely for your personal and noncommercial use.” This indicates that it is a contract violation for an institution to circulate Netflix videos to their service population.

“We appreciate libraries and we value them, but we expect that they follow the terms of agreement,” Steve Swasey, Netflix's vice president of corporate communications, said in the September 18 *Chronicle of Higher Education* Wired Campus blog, emphasizing that the firm does not offer institutional subscriptions and “frowns upon” libraries lending its products to faculty to share with students.

Amazon.com also restricts digital content on the Kindle to personal use—and yet a number of libraries are lending out Kindles full of e-books. While Netflix and Amazon probably wouldn't want the bad press that could come from suing libraries for violating their TOS, most school districts, colleges and universities, companies, and municipalities would not want their libraries to put them at risk.

Libraries today utilize a variety of online tools to have conversations, get feedback, and collect knowledge from their users. Patrons are adding book reviews to library blogs, putting photos on library Flickr accounts, and commenting on library blogs and Facebook pages. When software lives on a library's server, the library can protect patron information. When using a hosted service like Facebook, PBworks, or Blogger, the library has far less con-



It is a contract violation for an institution to circulate Netflix videos to its service population.

trol over how patron information is stored and used. Many Web 2.0 companies have TOS and privacy policies that make it clear that users own their content and that the company cannot use it in other ways. But other firms make claims on user content or constantly change their privacy settings, opening previously private content to all. We have fought for decades to protect the privacy of patrons' information offline, and they trust us to do the same on the web. It is critical that we know how a company will protect patron content before encouraging our users to contribute to its website.

New digital technologies have opened up many possibilities. They have also made the work of contract compliance and protecting patron privacy more difficult. In considering a new technology, it is imperative that a library understand what rules it must abide by. Ask questions and get any special permission in writing to avoid costly investments of time and money in a technology you can't use for legal reasons. ■

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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Gaming 2.0

Playing games in Houston leads to families learning and having fun together

By Sandy Farmer

The most exciting things have happened at the Houston Public Library's Central Library since it reopened in May of 2008 after a two-year renovation: Families are playing together and enjoying each other's company; brothers, sisters, strangers, and friends are playing and learning together. Teen boys, who now think the library is the best place to be, ride buses an hour and a half each way to visit. Parents say they now believe their teens when they say, "Mom, I'm going to the library today." And the borrowing of library materials has risen consistently over the last 20 months.



These are just some of the things we have seen happen since we decided to offer video games as a continuous service instead of as isolated programs to our customers. “National Gaming Day @ your library” (November 13) is every day in Houston.

How much do our customers like gaming services at the library? In the past 20 months, we have checked out 22,265 controllers for 12 consoles. (This probably only represents about 80% of the actual usage since families tend to share.) This new service cost—an estimated \$22,000 in equipment and games—averages out to \$1 per customer. Costs continue to drop and game usage continues to rise. The most expensive item was the installation and wiring of 12 40-inch HD televisions, at \$1,100 each. These televisions should last 10 years or longer, with sustained use.

Video games are now a part of the culture and the fabric of our society. We would not think of denying our customers the latest fiction, but regularly deny them storylines that are just as relevant to the daily conversations and lives of library users. While circulating video games for home use would be ideal, our library system does not have the resources to do that on a sustained basis, and circulation does not solve the problem for customers who cannot afford a console in their own homes.

Children and teens without access to video games are missing out on a part of their culture that is and will be relevant to them in the future. While older generations can sing the entire *Gilligan's Island* theme song, children today have entire conversations that take place using a cultural frame of reference that comes from video games. Many of our children and teens cannot understand why anyone would just want to watch television when they could participate in and make decisions about the storyline, where to go, and how the action should take place. To many of today's children linear storylines are boring and only relevant in school. Providing access to these game/stories became one of the missions of our youth services department. We wanted to be exciting, fun, and relevant to the young customers we see in our library every day.

Children

KIDS, our children's area, had three spaces that, for several reasons, could not be used for anything that involved large pieces of furniture. We utilized those areas by hanging televisions on the walls and attaching a Nintendo Wii behind each screen. Chairs were added that could be easily moved when necessary. We purchased a large assortment of E and E-10 games (as rated by the Entertainment Software Rating Board) that appeal to the 5–12-year-old crowd. The Wii was the perfect console choice for KIDS since it

The sound is usually kept at a reasonable level so that it may be heard by the user but not by the rest of the library, and when we are busy it would be hard to notice.

had the most games available with E and E-10 ratings. Each console has four remotes and four nunchuks, and we have added four Wii Motion Plus attachments.

Every item is barcoded and added to the catalog with individual records for each. Games are in our catalog as “Wii games,” not searchable by the public, and we add the title in the call number field.

This barcoding allows us to easily check and see what equipment is missing or not checked in at the end of the day. Games and equipment are checked out to the customers as regular circulating items, but for a two-hour checkout time.

We learned after a couple of weeks that children should only check out equipment for themselves or for a sibling with a parent or guardian's permission. We don't allow children to check out things for anyone else, to avoid bullying behavior from children without cards. We also don't allow anyone to pass on or share the equipment. When a child is done playing, he or she must turn in the equipment. This practice is also to avoid possible bullying. Parents may choose to check out gaming items for anyone since they are responsible for what is checked out on their cards. We also require that it be a child playing at all times, since the equipment in KIDS is there for the children and not the parents. They can bring in their own games, as long as they are rated E or E-10, and their own SD card to save a game.

Families have one hour a day to play, since we usually have a waiting list, especially on weekends. We also allow only one game change during that hour, due to staffing limitations. The most popular games include Mario Kart, either Mario & Sonic at the Olympic Games title, Mario Party, Wii Sports Resort, Carnival Games, and any Lego title. The boxes are on display and the games are kept in a CD binder at the reference desk. While you would think that the noise would drive you insane, we really don't notice it much. The sound is usually kept at a reasonable level so that it may be heard by the user but not the rest of the library. When we are busy it would be hard to notice those individual sounds anyway.

Teenagers

TEEN, our area for teens ages 13–18, came equipped with six egg chairs wired for surround sound. We hung six 40-inch televisions from the ceiling so anyone in the egg chairs could see perfectly. We added a Sony PlayStation 3 to each, with an HDMI cable and an audio link to the sound chairs. We also had wall space for three more televisions and added Nintendo Wiis to those. We debated the console choices in TEEN but chose the PlayStation 3 and the Wiis since they were the most current consoles. The Xbox was expected to have an update soon and we wanted to have longevity and HD capabilities. We were also unsure how to



Family fun at Houston Public Library features Wiis and PlayStation 3s.



handle internet connectivity, which was another advantage to the Xbox. TEEN no longer looked like a turn-of-the-century relic and we hoped the additions would attract a new audience to the library.

TEEN has T-rated games and some E- and E-10-rated games. Teens can use an SD card or USB drive to save games, and they can bring games from home, except for games rated M or above.

Success was ours. Over the summer, the library filled with teens eager to play and to have something to read on the bus coming and going. We only allow teens ages 13 to 18 to stay in the room. They have to use their own library card to check out equipment, and they can play as long as no one is waiting. At that point we ask the patron who has been gaming the longest to give up the remote. Everything can be checked out except the PlayStation games, and we have four controllers for each console.

What we discovered after a month or two was the formation of a community. A teen who wanted to join in just had to ask the person playing, then come to the desk to check out a controller for that console. Players encourage each other through the most challenging games and play in a good-natured way that encourages others to join in. We have a library full of engaged teen boys and our only real issues have been language and trash from our two vending machines.

Many of our teens ride the bus for at least an hour or more to get to the Central Library and they do it on an almost daily basis. They have learned to cooperate and participate with other teens from all over the city. Race, age, and ability have little to do with whether or not they can join a group playing. They teach each other and learn from each other daily. Some are even improving their musical skills, developing noticeably better voices while singing along to The Beatles: Rock Band.

We have a wide assortment of games available, with some of the most popular being Super Smash Bros. Brawl, any Naruto title, Uncharted 2, Madden NFL, NBA 2K, Guitar Hero, Rock Band, Ghost Recon 2, Mortal Kombat vs. DC Universe, Little Big Planet, and Batman: Arkham Asylum.

Gaming is available in TEEN from 2:30 on school days and all day on other days.

Last October we added 25 Nintendo DSis to the mix of gaming options in each space along with a wide assortment of games. Each game and handheld DSi is barcoded and can be checked out. The same rules apply for these but we do allow three game changes per checkout. This has been very popular in KIDS and, at least during the school year, marginally popular in TEEN, where they prefer to play together on consoles. Five months after beginning the experiment we have checked out the DSis 760 times.

A wide assortment of games, plenty of opportunities to play, and a great staff have created a service that is more successful than anything our youth services department has done. The service is hard work, yet even if we lost staff we would continue to offer it, due to its overwhelming popularity and the results we have had.

Yes, the program costs money, but our costs go down every time someone uses the equipment. When our department books a puppet show we pay \$250 for a performance that entertains 100 children at \$2.50 per child. The children will watch the puppet show for 45 minutes, laugh and enjoy the show, and then walk out of the room. With open gaming, costs are down to \$1 per child, and the end cost lessens with every use. Children learn, make decisions, are engaged, and can have a wonderful interactive experience with family members who are also engaged. The teens play, learn, teach, and form a positive social structure that benefits them outside the library. We are pushing this service out to additional locations as we are able.

Stories come in many forms, including games. It is time to give all our communities access to these stories, and to give the stories the respect they deserve. ■



SANDY FARMER is central youth services manager for Houston Public Library. Her focus is on how technology can enhance services to children and teens. She can be reached at Sandy.farmer@houstontx.gov.



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1:30 pm – 3:30 pm

Speakers: Dennis Phillips, *The Church of Jesus Christ of Latter-day Saints*; John Meador, *State University of New York at Binghamton*; Ido Peled, *Ex Libris*

Hear a university librarian talk about his plans to boldly move into the realm of true digital preservation. And an executive program manager responsible for moving Rosetta into full production in a large library environment in a matter of just months reveal how he did it! If you are dealing with digital preservation as a long-term project while facing the prospect of losing digital content, learn how Rosetta can be your solution.

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4:00 pm – 5:30 pm

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Sunday, January 9, 2011

Take a Peek Under the Hood: Ex Libris' Next Generation Library Resource Management System

8:00 am – 10:00 am

Speakers: Susan Stearns and John Larson, *Ex Libris*

Join us for breakfast and see what the excitement and buzz are all about! Ex Libris Next Generation Library Resource Management System is now in the hands of our development partners, who have the first 2 releases of a planned 5 release rollout. See the future unfold before your very eyes as we give you a peek under the hood.

Ex Libris will demonstrate URM functionality to help you understand how URM streamlines workflows, incorporating new and exciting services for academic and research libraries.

At Warp Speed Across the Ex Libris Cloud-based Universe: Primo!

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Speakers: Rebecca Fernandez, *Midwestern State University*; Tate Nunley, Tamar Sadeh and Jørgen Madsen, *Ex Libris*

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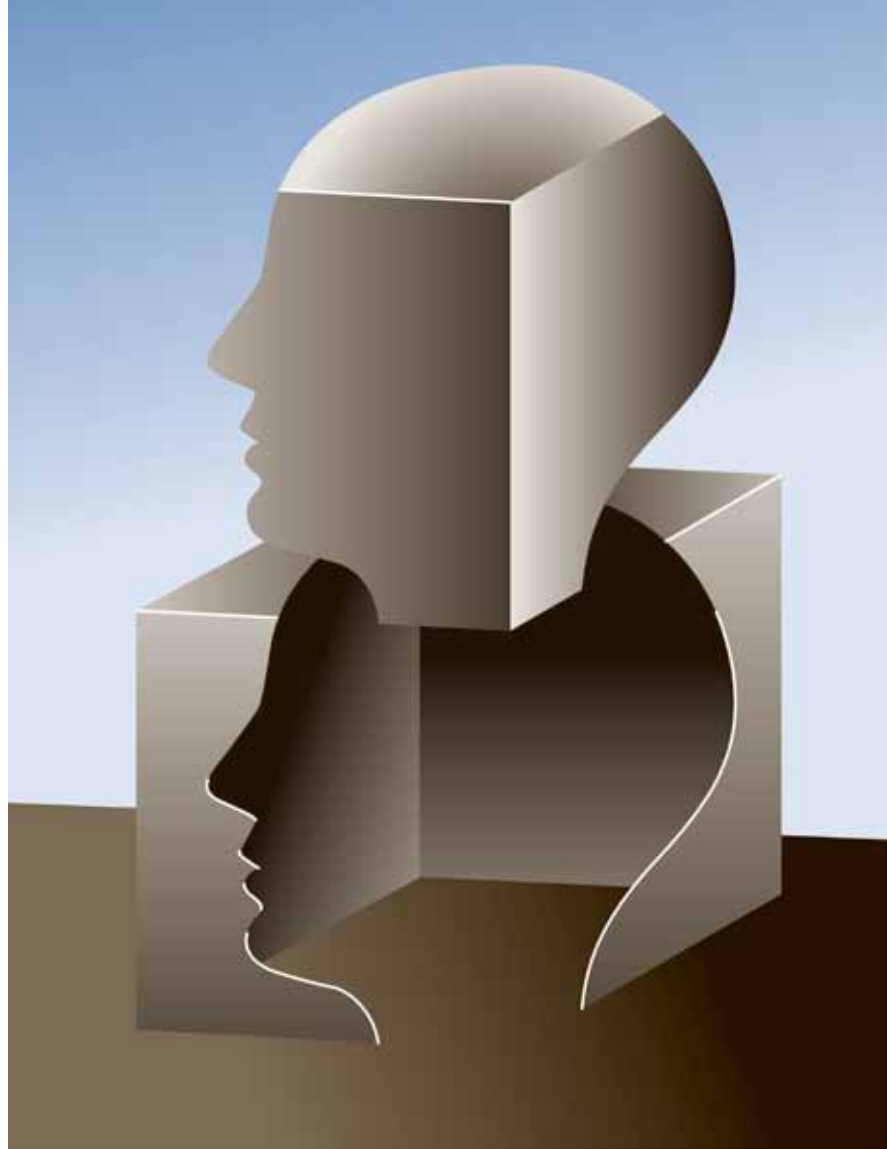
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Wait!

You Can't Retire Without Sharing That with Us

Retaining the institutional knowledge of librarians who will soon leave the profession

By Amy Hartman and Meg Delaney



As libraries face the departure of staff with well-honed reference skills, years of experience in the community, and deep knowledge of the collection and traditional resources, how can we identify and retain their departing expertise—the gold in the library's intellectual vault?

How can we ensure that newly minted employees with e-knowledge skills have access to and a growing appreciation of what is most valuable in traditional knowledge?

Now, perhaps more than ever before in the history of our profession, what we do and what we are will be affected by retirement's brain drain. We need to be proactive in finding ways to hold on to valuable skills and knowledge. This is more than just succession planning; it is the re-definition and reinforcement of our core services and values.

The Humanities Department of the Toledo–Lucas County (Ohio) Public Library's (TLCPL) Main branch has developed tips and techniques for this critical effort that can be adopted by libraries of all sizes and applied to everyone from top administrators through front-line librarians and clerical staff. We aren't focused on keeping the old ways of doing things because they are old. Instead, we're concentrating on building bridges between traditional knowledge and mastery and newer skills. It's classic knowledge management with a twist; we want to capture information in a way that makes it easier to share across our rapidly changing organization.

Few articles in library literature directly address the effect that retirements will have on the knowledge base of the library profession as a whole—which probably can't be objectively measured. However, the numbers we do have are clear. According to former American Library Association's Office for Research and Statistics director Mary Jo Lynch, writing in *American Libraries* in March 2002 and January 2005, about 45% of current librarians will reach age 65 during the current decade, with retirements peaking in 2015–2019. Updated research by Denise Davis, in her September 2005 *American Libraries* article, "Library Retirements: What We Can Expect," reinforces these observations.

To retain the value represented by departing employees, it's vital to plan ahead by keeping track of who is rotating toward retirement. Ideally, the formal process of in-depth evaluation should begin about three to six months before retirement, but the actual information gathering should be career-long, facilitated by the yearly review. We shouldn't be surprised at the discovery of an employee's key strengths shortly before he or she retires—or worse, when those capabilities are sorely missed later.

Which employees exemplify the system's best practices? Encourage them to document what they do; what's

their road map to success? Could they train their peers or incoming staff? We've narrowed the planning focus into three main categories: skills, knowledge, and connections.

Skills

Most retiring librarians will be leaving with 25 to 35 years of experience in programming, reference interviews, instruction, public speaking, and outreach, among many other skills. What can be learned from them before they leave? Consider asking these professionals to write down the ideas and insights they want to ensure don't get lost once they leave. In the course of their careers, what programs have worked well and why? What didn't work, and why? What other career-long best practices can they share? What handouts, displays, craft projects, or other effective pieces have they created that can be gathered and passed on to another staff member?

Regular yearly evaluations should highlight skills from both the manager's and employee's perspective. Ideally, evaluations should be kept simple and to the point, focusing on four primary questions:

1. What have you done this year?
2. What are you most proud of?
3. What do you want to do during the upcoming year?

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4. How can I [the manager] help you?

Managers can use this input, along with their own observations, to write the narrative of the evaluation and collaborate with the employee on creating goal statements. This time of intense focus on the individual can help reveal his or her greatest skills and the resources and systems (print/electronic, anything!) in which they are most expert.

Here are ways for managers to guarantee that yearly evaluations will yield valuable content:

- Encourage staff to hone their skills and come up with innovative ideas. TLCPL launched a successful “Free the Genie” program to encourage brainstorming and develop new initiatives for the library to explore. The emphasis was on short-term projects that would make a difference to the most people. With their deep experience, retiring employees could make significant contributions to these projects.

- Encourage collaboration to avoid specialty silos. We need to foster staff collaboration and overlap in our institutional responsibilities, to actively discourage a proprietary mind-set. As the organization flattens, the silos will dissipate and specialized information will be more readily available to others in the organization.

- Reward best practices and best new ideas verbally and tangibly. A great way to preserve institutional knowledge is to document, recognize, and celebrate it. Rewards don't have to be monetary or even very expensive; casual days are very popular at TLCPL.

Knowledge

The unique and valuable things people know can include familiarity with complex procedures, responsibilities for handling special tasks (such as special collections), strong weeding abilities, good collection development skills, or readers' advisory capabilities. Are there any specific “special” tasks done for staff or patrons that would be missed once the retiree leaves? All too often, we take small but important tasks for granted, especially when someone has been solely responsible for doing something for a long time.

The Humanities Department strengthens and documents collection development skills by developing “collection snapshots.” Each librarian prepares a statement for his or her areas of responsibility. Having these statements available has allowed some degree of continuity even though our staff and staffing levels have changed dramatically. These documents can be tailored to fit any need and can also be completed by anyone at any level.

Librarians on the verge of retirement can also compile annotated lists of favorite reading or reference suggestions in their areas of interest or expertise. This could be as simple as updating readers' advisory lists that are in current use. Another vital task for staff with decades of

collection development experience is weeding the historical collections (especially the much-dreaded last copies). Now is the time to be sure we understand the logic of their decisions, the criteria they found most important to observe, and methods that have been most useful. This kind of information will help the rest of the staff understand why the collection currently looks the way it does and should help whoever inherits the retiree's duties to focus on how to proceed in these efforts. Veteran staffers will best be able to understand the usefulness of older materials and to select those that will most likely continue to be useful in our rapidly changing environment.

Connections

Libraries should focus on the most important ties that librarians have developed over their careers. These relationships are often wide-ranging: legislators, educators, media resources (reporters, editors, marketing staff), community and cultural organizations, librarians outside of your system, and donors. Mailing lists of program attendees are also valuable. Make sure these great ties to the community aren't severed when the retiree leaves. Whenever possible, have the departing librarian introduce another staff member to an important connection personally, to guarantee a continued relationship with the library. These relationships can be extremely difficult to replicate or recreate, so don't miss the opportunity to tap into a veteran librarian's important knowledge.

It is essential to provide a place to pool the information gleaned from departing staff so everyone can benefit. We add this kind of information to our current staff intranet and are working on using a staff wiki to better share the details. Having one place to maintain and make this information available helps avoid duplication of effort.

Now is the time for us to provide a way to identify and preserve the valuable skills, knowledge, and community connections of outgoing staff and make this information easily accessible to newer librarians. Making a conscious effort to do so should be part of every system's retirement process. As dramatic changes in libraries continue to accelerate, it is crucial to maintain the best of what your librarians have built—for the sake of your system and the entire library community. ■



AMY HARTMAN (left) is an adult services librarian at Toledo-Lucas County (Ohio) Public Library's Sylvania branch after having served 15 years as a humanities librarian at the Main branch. She may be reached at amy.hartman@toledolibrary.org. MEG DELANEY is the manager of Toledo-Lucas County (Ohio) Public Library Humanities Department. She may be reached at meg.delaney@toledolibrary.org.



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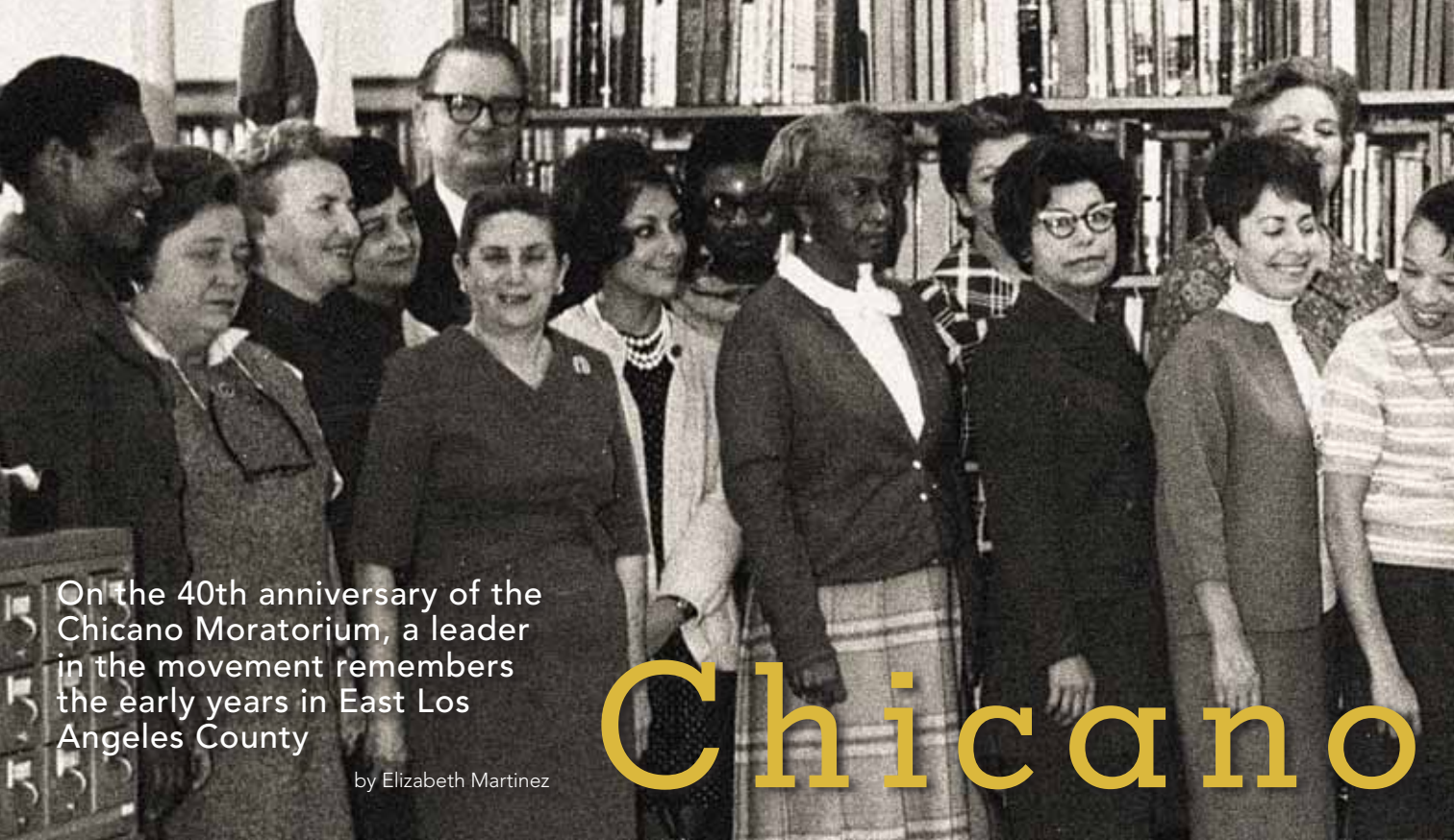
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On the 40th anniversary of the Chicano Moratorium, a leader in the movement remembers the early years in East Los Angeles County

by Elizabeth Martinez

Chicano

August 29, 2010, marked the 40th anniversary of the Chicano Moratorium in East Los Angeles, and it brought back many memories. I was part of a library contingent marching in 1970 in protest of the disproportionate number of Mexican Americans dying in the Vietnam War; some 30,000 other Chicanos were marching too.

After the police tear-gassed the peaceful youth and families listening to music and speakers in Laguna Park (now Salazar Park), we fled to the nearest library, the Stephenson branch (now El Camino Real Library), where Library Assistant Flora Bailes closed the door behind us and sheltered us until we felt safe to travel the streets. Later that day, we learned that respected journalist Rubén Salazar, the voice of the Spanish-speaking/Mexican-American community in the *Los Angeles Times* and KMEX Spanish radio, had been killed. He was reputed to be investigating police brutality in greater Los Angeles. The inquest into the death of Rubén Salazar lasted months and the death was ruled accidental—to activists, confirmation of a police cover-up.

I was a librarian assigned to a federal grant called “The Way Out Project” (team pictured above, me far right) that the Los Angeles County Public Library received to provide relevant programs at four libraries in the Mexican-American/Chicano community of East Los Angeles and seven libraries in the African-American community in South Central Los Angeles. The library branches in the Mexican-American community were Belvedere (now Anthony Quinn), City Terrace, Stephenson, and East Los Angeles Library. The county librarian said that officials searched nationwide for a Chicano librarian for the federal project and ultimately found me, a recent hire, already working for them. Then he added, “She changed her name” and “Can we ask her to give up her married name, Smith?” At the time, it was said that I was the first Chicano librarian in California—the first to self-describe by the term Chicano. The moment of commitment for me came when I was approached at a community screening of the film *I Am Joaquín* by the editor of *La Raza* magazine, who said, “Are you the librarian at the ELA Library? We need you.”

Our project staff consisted of a group of librarians from varied backgrounds, and we became advocates for the recruitment of Spanish-speaking, Mexican-American, and African-American librarians, as well as the addition of ethnic resources and collections, community-based programs, and ethnic library décor to establish presence and a welcoming environment for the community. However, there was resistance within the organization to changing the culture of the libraries.

Basically, the public libraries in these communities had little that reflected the Mexican-American/Chicano or Afri-



Librarianship

can-American constituencies they served. The culture of these libraries said “English only” and reflected the public library profile in Anglo communities, with Anglo-centric collections and programs. Most library employees lacked the ability to communicate with community residents. Speaking Spanish among staff and with patrons was prohibited or discouraged, and longtime library employees were reluctant to change what they believed was appropriate.

Everything was Anglo-centric

Our project librarians each had a unique cultural lens. Librarian Harriett Covey was Anglo and a formidable advocate for liberal, learned, radical, and young adult literature. Disagreeing with her required caution. Librarian Anne Rosen was Jewish and had worked on the Lower East Side with New York’s immigrants and at the Institute for the Blind, and she had stories about demonstrating against worker abuse in the copper mines in Arizona. She was the wise counsel that kept us all from losing our focus. Black librarian Joyce Sumbi, a former children’s specialist, was the compass who calmly brought reality to our work. She questioned whether racism would ever disappear from the American scene, reminding us about the Star Trek episode where a planet’s population was black on one side of their bodies and white on the other; the planet was at war over which left/right color split was superior. I, a Mexican-American children’s librarian for six months, was young, quiet, impatient, and insistent on exposing the truth about racism as I saw it.

With an old flowered bookmobile driven by a jolly guy

called Charlie, along with college-student interns and newly purchased materials we believed relevant, Joyce and I attended community events, met with local organizations, invited ethnic authors and activists to speak, and began to make the libraries ethnically relevant. Harriet held workshops for longtime employees on the selection of ethnic books and working with young adults. Anne purchased self-help materials for adults, sought free government “know your rights” pamphlets to give away, and made alliances with national organizations for support.

During the three years of “The Way Out Project,” we consistently encountered opposition from library employees, were reprimanded for our decisions by administrators, or were ignored by colleagues for our activist librarian ways. The motivations for our decisions, the books we purchased, the programs we developed, and the meetings we attended were routinely scrutinized, questioned, and opposed by the majority of librarians. Some issues they contested were serious and others trivial, but all of our stances were considered suspect. We were ordered to take down posters of Emiliano Zapata because they were “a call to revolution” and to stop speaking Spanish at work because we might be talking about others present. Our efforts to keep armed sheriff’s deputies off library rooftops were unsuccessful because, we were told, “these are dangerous times.”

Nevertheless, the project’s bookmobile stopped at the headquarters of the Brown Berets and the Black Panthers, distributed books and pamphlets about the next community meeting or demonstration against the police, and

was a welcome sight to area residents, with our driver Charlie smiling at everyone. Our college interns were often stopped and harassed by police, once for bald tires; that time, police exposed the film in the interns' cameras. Local and national media interviewed us because we defied the quiet, bookish librarian stereotype.

Turbulent change

There were some local librarians, and especially paraprofessional employees, who had been quietly working for years to serve the East Los Angeles community. In particular, paraprofessionals Margarita Rodate, Josie Chavez, Agnes Jaimes, and Flora Bailes had either been in charge of or had worked for many years in East Los Angeles County public libraries and were dedicated to the neighborhoods' families. No one doubted their commitment, but because they were not librarians, their voices had limited effect. They welcomed us with relief and friendship, provided background and introductions to teachers and educators, shared their insights, and were examples of dedication to the community. We were also grateful for librarians who helped us and asked for our assistance with Mexican Americans in their own communities. Unfortunately, others were less supportive and were just waiting for "The Way Out Project" funding to run out. A few years after the project ended, when I and a black

librarian were promoted based on our ability to speak Spanish, seven librarians (six Anglo and one Asian) protested, citing reverse discrimination.

During this era, the East Los Angeles community felt afire with turbulent, life-changing issues. It seemed there was a meeting every night, and the activist community was expected to appear at city hall or at board of education hearings whenever there was a demonstration. Law-enforcement officials were patrolling (some said harassing), college students were strategizing about the next demonstration, and the media was accused of bias and ignoring the activist cause.

■ Teacher Sal Castro, who led protest walkouts at four high schools in 1968, was prohibited from teaching in any Mexican-American community, and hundreds protested at the Los Angeles Unified School District Board of Education for almost six months. The "Chicano 13," identified as organizers, were jailed for inciting a riot and met at the East Los Angeles Library to rally support, which the administration and many staff did not offer. I took Sal Castro to speak to a group of children's librarians at a meeting on the selection of children's books, where he admonished the librarians for purchasing a book about Mexican-American athletes that included Cañonero II, the Venezuelan-owned racehorse that won the 1971 Kentucky Derby.



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■ The movie *I Am Joaquín* was shown at many community venues and inspired Chicanos to organize and gain political power.

■ Street theater and El Teatro Campesino performances exposed ugly truths about the majority community.

■ Goetz Art Gallery and Self Help Graphics and Art emerged as community spaces, with shows by Chicano artists and “freedom of expression” murals, one of the first commissioned for the City Terrace Library, sparking controversy among library staff.

Years later, as librarians and scholars began to write about the development of services to the Latino and Spanish-speaking community, firsthand experiences and insights of the late 1960s and early 1970s were scarce because we had failed to record the beginning of Chicano librarianship in East Los Angeles as it was happening. Some important exceptions include a 1969 study of Hispanic communities and libraries by Robert P. Haro; the opening of the Latin-American Library in Oakland, California, in 1966; the 1967 launch of the Chicano Periodical Index by Richard Chabrán and Francisco Garcia-Ayvens; and a special issue on “Chicano Library Service” in the January 1973 issue of *California Librarian*.

I established the Chicano Resource Center at the East Los Angeles Library with \$1,000 from my regional book budget in 1976, and some of the first acquisitions were the Chicano Manifesto and Materials for the Chicano Activist by the Brown Berets. The California State Library Ethnic Services Task Force was formed in 1977, and the first “Guidelines for Library Services to the Spanish Speaking,” by Yolanda Cuesta and Patricia Tarin, was published in the July 1978 issue of *Library Journal*.

There were also early recruitment efforts in the greater Los Angeles area such as the Committee to Recruit Mexican American Librarians (CRMAL), started in 1969 by Los Angeles Public Library’s David Barron, Jose Taylor, and me. Doris Banks received federal funds in 1972 for an Institute for Mexican-American Librarians at California State University in Fullerton and hired Patrick Sanchez from Colorado to direct the program and recruit activist college students. The program ended in 1975. An informal survey 10 years later indicated that half of the graduates had left for other professions. The respected Immaculate Heart College’s MLS program, at a school noted for multicultural community service, also closed, and in 2000, so did the entire college. Neither program ever achieved ALA accreditation.

Then came Reforma

Nationally, Reforma was established by Arnulfo Trejo in 1971 and became the professional voice of library services to the Spanish-speaking population and Latinos. I remember meeting Dr. Trejo at the 1970 ALA Annual Conference. He was looking for reformistas to start Re-

forma, and I was looking for an audience to show *I Am Joaquín*. Together we accomplished both goals.

In Albuquerque, New Mexico, in 1970, the federally funded Model Cities Library Project erupted in a protest by the Hispanos over the lack of decision-making by the community. Three years later, ALA established the Chicano Task Force, which brought Chicano activist Corky Gonzales and then-lawyer Gerardo Rivera to the Annual Conference. In 1979, the White House Conference on Library and Information Services became a forum for ethnic-group collaboration and agenda-setting.

The events of these early years left an indelible mark on the individuals involved and on the libraries of East Los Angeles. Some of us went on to become administrators, believing this was the only way to improve services to the Chicano/Latino community. Future library leaders who worked in East Los Angeles County public libraries in the 1970s included John Ayala, Carmen Martinez, Ben Ocon, Patricia Tarin, and Roberto Trujillo. Over the next decades, the number of Latino librarians increased through federal funding of accredited graduate schools of library and information science, and Spanish-speaking ability became an asset. Chicano librarianship of the 1970s evolved into the broader realm of Latino professional issues, with higher levels of institutional support, both local and national.

Lest we forget

This brief personal recall of the early years in East Los Angeles during the Chicano Moratorium days and subsequent efforts in the community is the result of a reunion with Chicano activists of that time. Forty years later, the sheriff has been asked to produce documents from the investigation into the killing of Rubén Salazar; some, but not all, are being released. Mainstream local media, which in 1970 had depicted protesters as instigators, anti-American, and revolutionary, ignored or minimally covered the 40th anniversary of the Chicano Moratorium. Perhaps we should not be surprised; the fact that dozens of Mexican-American soldiers received the Medal of Honor for their World War II service was included in Ken Burns’s PBS documentary *The War* only after Chicanos protested the exclusion.

Working in East Los Angeles during that time changed the direction of my professional career, and I experienced both the excitement and challenge of community activism. I believe that the Chicano Resource Center at the East Los Angeles Library is a major legacy of the Chicano Moratorium era, and it is where the history of the Chicano Movimiento is well documented. ■



ELIZABETH MARTINEZ is director of Salinas Public Library in Salinas, California, former director of the Los Angeles Public Library, and former executive director of the American Library Association.

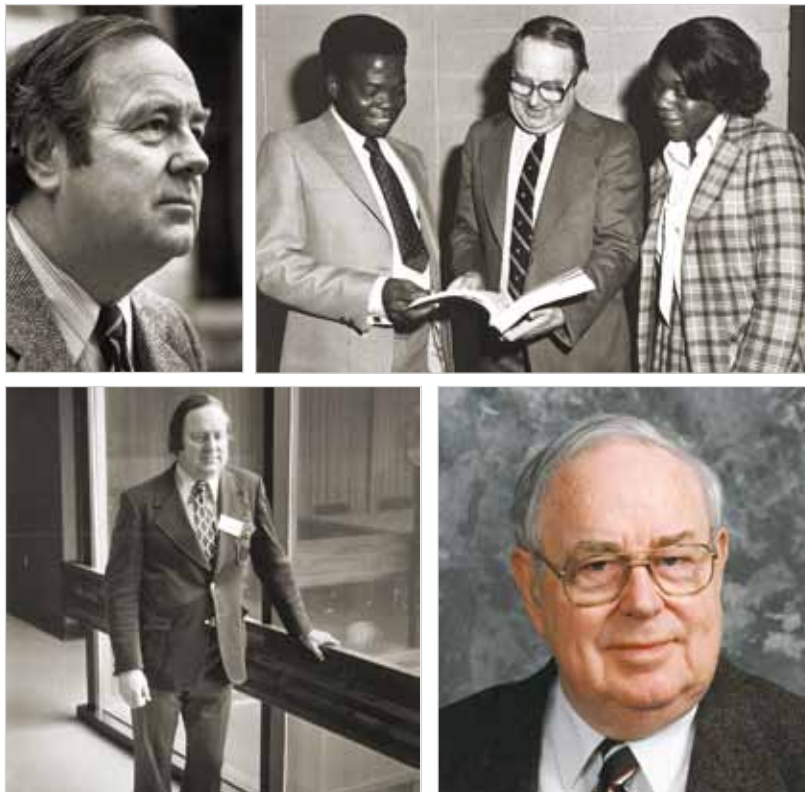
Influential ALA Member Norman Horrocks Dies

ALA is mourning the loss of Norman Horrocks, professor emeritus, School of Information Management, Dalhousie University in Halifax, Nova Scotia, who died peacefully during the night October 14 at age 82, according to his daughter Sara Horrocks. A favorite among many ALA members and a member of ALA's governing Council for 21 years, Horrocks received the Association's highest honor—Honorary Membership—in 2004 and was a well-known expert on ALA's constitution and by-laws.

"Norman was an enthusiastic pioneer of social networking," said ALA President Roberta Stevens. "His ability to remember names and faces, to make connections across continents, in person, by e-mail, and via the sharing of newspaper clippings, will long be remembered by his students, colleagues, family, and friends. They say no one is irreplaceable. That is not true. Norman is irreplaceable."

Horrocks began his career in Manchester, England, where he worked from 1945 to 1953, interrupted by three years in the British Army's Intelligence Corps. He then worked in Cyprus, Western Australia, and Pittsburgh, before joining Dalhousie in 1971, where he became director of the School of Library and Information Studies, now the School of Information Management. He was later dean of the faculty of management. He left Halifax in 1986 to become editorial vice president of Scarecrow Press in Metuchen, New Jersey, where he also was an adjunct professor at Rutgers University, until he returned to Nova Scotia in 1995.

In 2006, he was named an officer



Remembering Norman Horrocks: top 1999 and 1981, bottom 1973 and recent portrait.

of the Order of Canada in recognition of his lifetime devotion to library and information science. Horrocks is the only person to have been elected to honorary membership in the three national library associations—Canadian, British, and American. He also received awards from, among others, the Association for Library and Information Science Education, the Atlantic Provinces Library Association, Beta Phi Mu, the Nova Scotia Library Association, and both Pittsburgh and Rutgers Universities. In recognition of his outstanding contributions to the field of Library Science, the Nova Scotia Library Association estab-

lished the Norman Horrocks Award for Library Leadership in 2003.

In addition to his professional career, Horrocks was an active community member, volunteering with the Dartmouth Heritage Museum, Halifax Regional Public Libraries, and Bannock Canoe Club. Paramount in his life was his love of soccer. He was an avid Manchester United fan. He rarely missed a game and kept up with the scores even while hospitalized.

The family asks that any memorial donations be made to the Dalhousie Horrocks National Leadership Fund c/o Office of External Relations, Dalhousie University, or to a charity of your choice. ■

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Currents

- July 1 **Maureen Ambrosino** became director of the Westborough (Mass.) Public Library.
- August 27 **Carl Antonucci** was appointed director of library services of Elihu Burritt Library at Central Connecticut State University in New Britain.
- In August **Peter H. Brandt** became information technology division head for Palm Beach County (Fla.) Library System.
- **RaShauna Brannon** joined the University Libraries at the University of Memphis, Tennessee, as electronic resources librarian August 9.
- October 20 **Carol Brey-Casiano** retired as director of El Paso (Tex.) Public Library to become information resource officer for the U.S. Department of State.
- In November **Audra Caplan** retires as director

- of Harford County (Md.) Public Library.
- **Tassanee Chitcharoen** became senior instructor of cataloging and metadata services at the University of Colorado at Boulder Libraries July 1.
- **Phyllis Christensen** will retire January 8 as director of Marathon County (Wis.) Public Library.
- October 12 **Laurie Clarke** became chief librarian at Waterloo (IA) Public Library.
- **Mary Etta Clemons** retired September 1 as director of Wythe County (Va.) Public Library.
- In September **Joanne Cox** retired as director of Lillie M. Evans Memorial Library in Princeville, Illinois.
- October 1 **Toni Cox** became director of the Radford (Va.) Public Library.
- In October **William Crowe** retired as dean of libraries at the University of Kansas in Lawrence.



Carl Antonucci



Carol Brey-Casiano



Matt Hamilton



Todd Shipman

- **Mary Cullen** retired as head of youth services at Palos Heights (Ill.) Public Library September 24.
- **William Cuthbertson** became assistant professor at the University of Colorado at Boulder Government Information Library September 1.
- In August **Mary Dalton** retired as children's librarian of Wellesley (Mass.) Free Library.
- June 30 **Carolyn DeLude** retired as director of the Westborough (Mass.) Public Library.
- October 1 **Pamela Dennis** joined the University of Memphis, Tennessee, as associate professor and learning commons coordinator.
- October 3 **Nora Durbin** became head of youth services at Palos Heights (Ill.) Public Library.
- September 30 **Ann Fisher** retired as director of Radford (Va.) Public Library.
- **Evelyn Gerges** retired as manager of the City Island branch of New York Public Library August 20.
- In August **Matt Hamilton** became IT manager at the Rangeview Library District in Thornton, Colorado.
- November 1 **Marjorie Harrison** became library director of San Juan Island (Wash.) Library.
- In November **Mary Hastler** becomes director of Harford County (Md.) Public Library.
- September 14 **Barb Hogan** retired as librarian of the Minnesota Department of Transportation Library in St. Paul.
- December 24 **Diane Jennings** will retire as director of the Palo Alto (Calif.) Library Department.
- **Christopher J. Korenowsky** became city librarian for New Haven (Conn.) Free Public Library October 4.
- **Rice Majors** became assistant professor and faculty director of information technology at the University of Colorado at Boulder Libraries March 1.
- August 9 **John McCloud** became branch manager and head librarian of the Patterson Branch of Stanislaus County (Calif.) Library.
- **Ann McLaughlin**, director of Thomas Crane Public Library in Quincy, Massachusetts, will retire January 28.

CITED

- **Craig Buthod**, director of Louisville (Ky.) Free Public Library, was awarded the 2010 Center for Nonprofit Excellence Pyramid Award for Excellence in the Art of Leadership. The award is given annually to honor an individual in Greater Louisville based on an ability to maximize the potential of staff and volunteers and to make mission- and value-consistent decisions.

■ December 31 **Alice Meister** will retire as director of Bozeman (Mont.) Public Library.

■ In June **Angela Newman** became children's librarian of Tredyffrin Public Library in Straford, Pennsylvania.

■ August 31 **Peggy Newman** retired as head librarian of Lower Merion (Pa.) Library System's Ardmore Library.

■ October 2 **Ann Plambeck** retired as assistant director and reference head of Easttown (Pa.) Library in Berwyn.

■ **Debbi Schaubman** was appointed manager of shared library systems at the Midwest Collaborative for Library Services in Lansing, Michigan, effective November 1.

■ September 3 **Matt Scholtz** retired as chief librarian of Tillsonburg (Ont.) Public Library.

■ **Todd Shipman** joined Auburn (Ala.) University Libraries as education librarian on August 30.

■ In September **Helen H. Spalding** retired as university librarian at Portland (Ore.) State University.

■ **J. Robert Verbese**y retired September 30 as executive director of the Southwest Florida Library Network in Fort Myers.



Helen Spalding



J. Robert Verbese

OBITUARIES

■ **Donald Arthur Best**, 83, died after a brief illness September 6. He was the longtime director of the Cadillac-Wexford County (Mich.) Public Library and the Mid-Michigan Library League in Cadillac.

■ **George D'Elia**, 66, professor of library and information studies at the University at Buffalo, New York, died September 19. He also worked as a consultant with 36 public library systems. D'Elia previously served as a faculty member at the University of Minnesota library school, directing the school from 1982 to 1985 and then teaching in the school's Department of Information and Decision Sciences until 1995.

■ **Margaret Keefe**, 91, died September 6. She worked in several libraries in Michigan, including Kalamazoo Public Library and Grand Rapids Public Library, before serving as head of reference services at Oak Park (Ill.) Public Library until her retirement in the 1980s.

■ **Arthur W. Kuschke Jr.**, 96, a librarian at Westminster Theological Seminary in Philadelphia from 1945 to 1979, died July 1.

■ **Sara R. Mack**, 88, died September 8. She was a librarian at Mt. Penn-Lower Alsace Junior-Senior High School in Pennsylvania, before teaching library science courses at

Kutztown (Pa.) University for 25 years.

■ **Daniel Marmion**, 61, former associate director for information systems and digital access at the University of Notre Dame (Ind.) Hesburgh Libraries, died September 22.

■ **Juliette Hollis Moody**, 95, died September 3. Moody was a school librarian at Spartanburg, South Carolina's Pine Street Elementary during the 1960s and at the district's Jesse Boyd Elementary until her retirement in 1984.

■ **Karen Skubish**, 65, died August 27 after a battle with lung cancer. She began working as a librarian at the Newberry Library in Chicago in the 1960s and became director of events there in the mid-1980s.

■ **Marcia M. Provan**, 89, died August 23 of metastatic cancer. She was a librarian at William Ramsay Elementary School in Alexandria, Virginia, from 1967 until her retirement in 1987.

■ **Margaret Quick**, 62, lost her battle with breast cancer August 23. She was longtime director of NorthEast-Millerton (N. Y.) Library.

■ **Katie E. Ray**, 54, who served as reference librarian at Alabama Public Library Service in Montgomery since 1982, died August 8.

■ October 1 **Jim Welbourne** retired as city librarian of New Haven (Conn.) Free Public Library.

At ALA

■ October 1 **Jamie Bragg** left ALA as research asso-

ciate of ALA/Allied Professional Association.

■ **Larra Clark** was appointed director, Program on Networks, and associate director, Program on America's Libraries for the 21st Century, for the

Office for Information Technology Policy November 1.

■ October 18 **Marijke Visser** became assistant director of the Office for Information Technology Policy. ■

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

A Feeling for Books

Therapeutic connections to library practice

by Jennifer Burek Pierce

What's not to like about bibliotherapy? Bringing readers to books, whether fiction or nonfiction, that respond to personal problems and promote well-being seems like powerful testimony to the notion that reading changes lives. Bibliotherapy has been described as an extension of readers' advisory, a specialized kind of information provision, or even a means of healing. Seldom is it fully acknowledged as the province of another profession, yet psychologists train to use and evaluate the merits of bibliotherapy. Understanding another field's ideas about bibliotherapy can aid librarians as they consider how—or even whether—bibliotherapy is truly the province of the librarian.

Librarians and library school faculty variously attribute the origins of bibliotherapy to the October 15, 1939, *Library Journal* article “Can There Be a Science of Bibliotherapy?” or to Christopher Morley's *The Haunted Bookshop* (1919). Researchers in psychology and gender studies, however, trace the concept back to 17th-century spiritual titles that American colonists counted on to guide them, which gave way to a burgeoning self-help literature beginning in the early 1800s that promised health and wealth. The guides of that era never used the term “bibliotherapy” but sold books that promised advice and self-improvement.

The hype of self-help

One scholar who focuses on the long tradition of self-help literature and its present-day forms is Patti Lou Watkins, associate professor of women's studies at Oregon State University in Corvallis and editor with George A. Clum, psychology professor at Virginia Polytechnic University Institute and State University in Blacksburg, of *Handbook of Self-Help Therapies*. I asked her if librarians who tout bibliotherapy as a library service are, essentially, practicing without a license. Certainly, other LIS writers have suggested the need for policy guidance in this area, mirroring professional limits on tax and medical information that respect those matters as beyond librarians' expertise.

Calling librarians' interests in bibliotherapy positive and their concern for patrons “very admirable,” Watkins nonetheless suggested that matching adolescents with books on, say, eating disorders in the hopes of encouraging their recovery is no sure thing. Bibliotherapy, as clinical psychologists such as Watkins understand it, “is usually synonymous with self-help [that] takes a variety of forms.” Genres may include nonfiction works guiding readers in specific psychological therapies, inspirational autobiographies, and even fiction. The last, however, is an area whose effectiveness is least known.

“You don't know that the author's ways of coping are healthy or actually helpful,” she cautioned. “There's

psychological research that often runs counter to the information in books by nonexperts.” When books fail to make people feel better, they may not pursue further care. “Psychologists are concerned that people will engage with these books and find them not helpful, then refuse other help because of it.”

Watkins cited research on post-traumatic stress disorder showing that the dramatic approaches of confrontation and discussion so often depicted in narratives are not always appropriate. “There's no single rule of what's helpful or safe. Some of these things may make it worse,” she noted. Further, she observed, “People may have many different presentations of distress.”

The gold standard is selecting books “based on empirically validated solutions,” Watkins said, noting that the Association for Behavioral and Cognitive Therapies lists sound titles in its newsletter and may soon publish them online. She advised: “Someone may like to read emotionally laden books, but let's just not call it bibliotherapy.” ■



There's a need for policy guidance in bibliotherapy, as with providing tax and medical information.

JENNIFER BUREK PIERCE is assistant professor of library and information science at the University of Iowa in Iowa City. Contact her at jenniferburek.pierce@gmail.com.

Innovation Juggernaut

The libraries at Stanford University have reenvisioned scholarly communications

by Brian Mathews

The libraries at Stanford University have been a juggernaut of innovation over the last 20 years. They have reenvisioned scholarly communications with the launch of HighWire Press, initiated digital preservation and archiving tools LOCKSS and CLOCKSS, become a founding member of the open-source course management software Sakai, and developed numerous enhancements to Blacklight, the open-source OPAC. On top of all that, they are also a major contributor to the Google Books project, offering over eight million volumes to be digitized.

Being located in Palo Alto, the birthplace of Google, has undoubtedly had an impact on the philosophy and philanthropy of the Stanford University Libraries and Academic Information Resources (SULAIR). A key distinction of this paradigm-shifting organization is that it blends traditional library functions with campuswide academic computing, as well as the University Press.

Ambitious leadership

The leader of this ambitious unit is Michael Keller, a former Army National Guard tank driver and trained musicologist. He insists that SULAIR never set out to be a pioneer. “The big idea isn’t innovation for its own sake, but rather, the question that we ask ourselves every day is: ‘What opportunities and assets do we have that can make scholarship and learning better?’”

Keller took the helm in 1993, a critical time in Stanford’s history when it was recovering from a damaging earthquake. The campus was eventually rebuilt, and it was from this chaos that SULAIR emerged as a model 21st-century library.

The driving force of Keller’s leadership is stewardship. “Everything we do is for the benefit of the entire institution,” he says. Keller views success as improving the university, not just the libraries. “Everyone feels a great sense of satisfaction when they can see how their effort makes a difference to the students, faculty, and researchers.”

The entrepreneurial spirit of Silicon Valley and the process of “constant reengineering and continuous improvement” have affected operations. Too many committees can kill productivity, so Keller encourages short-term task-oriented groups. “Individual responsibility is critical for getting things done,” he explains. This approach ensures that SULAIR maintains its project-driven start-up mentality.

This year Stanford opened its new Engineering Library, hailed in the press as “bookless,” despite having 10,000 print volumes. Keller speculates that in five years it will be truly bookless and views it as an experimental model.



Operations are affected by the entrepreneurial spirit of Silicon Valley: “constant reengineering and continuous improvement.”

The idea blossomed for Keller over dinner with the dean of engineering; they envisioned an “Information Collaboratory” where students and faculty no longer relied on print books and journals. Keller’s intention is to have librarians working closely with faculty and researchers in their classrooms and labs.

SULAIR is now focused on the mobile landscape. With alumni, they developed the iStanford app, which has served as the prototype for several other libraries. Keller is excited to expand: “We’re planning a whole set of routines where people can request books from our storage facility and have them delivered, as well as better mapping tools to help people navigate the libraries.”

While SULAIR may be driven by innovation, it is not immune to budget cuts. Last year, faced with a 15% reduction to its general allocation, SULAIR sustained numerous layoffs and vacant positions. Keller remains optimistic. “Regrettably, we lost some good people, but there are no backward glances. Our mindset is focused on the future.” ■

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

Librarian's Library

Premodern information overload

by Mary Ellen Quinn

Information overload is nothing new. First there were all those clay tablets, then the manuscripts, then what philosopher/librarian Gottfried Leibniz (1646–1716) referred to as “that horrible mass of books which keeps on growing.” In *Too Much to Know: Managing Scholarly Information before the Modern Age*, Ann M. Blair explores how the

flood of information was managed in the old days. She focuses on the 16th and 17th centuries in Europe and, as well, on early modern reference books—dictionaries, florilegia (essentially, quotation collections), miscellanies, commonplace books,

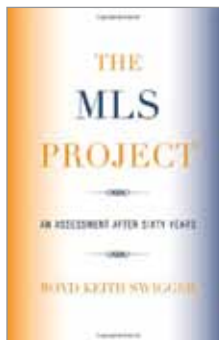
indexes, bibliographies, and the like—intended for “consultation reading.” These compilations offered convenient shortcuts to knowledge, but their use sometimes triggered complaints that, Blair notes, resemble complaints heard today about using Google and Wikipedia. Her scholarly study helps put many modern developments into perspective. INDEXED. 416P. \$45 FROM YALE UNIVERSITY PRESS (978-0-300-11251-1)

The MLS Project

Although it seems that the question of whether librarianship is a profession might have been settled when Melvil Dewey declared it to be one back in 1876 (the same year the

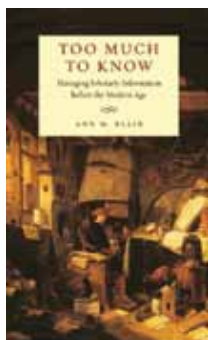
American Library Association was formed), the debate goes on. In *The MLS Project: An Assessment after Sixty Years*, Boyd Keith Swigger enters the conversation, beginning with the ALA Council's approval of new standards for accrediting library education programs in 1951.

This change shifted standards away from the bachelor's degree to the master's degree in library science,



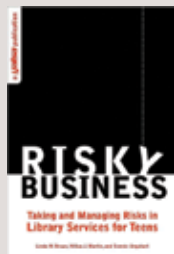
making that the credential for entry into the profession and limiting-ALA accreditation to master's degree programs. Improving the lot of librarians in terms of status, income, and prestige were among the goals of “the MLS project,” but Swigger argues that the results have

been mixed, partly because we have never really managed to convince others of our value, and partly be-



NEW FROM ALA

Multicultural Programs for Teens and Tweens, a YALSA publication edited by Linda B. Alexander and Nahyun Kwon, offers examples of programs designed both to reach out to young public and school library patrons of particular backgrounds (African American, Asian, Latino, and Native American) and to introduce teens and tweens to those cultures. Among the programs are a celebration of the Harlem Renaissance and an exploration of El Día de los Muertos. Each example includes specifics regarding age level, duration, activities, preparation, cost, and materials. Indexed. 197P. PBK \$50 (978-0-8389-3582-8).



In another YALSA publication, *Risky Business: Taking and Managing Risks in Library Service for Teens*, authors Linda W. Braun, Hillias J. Martin, and Connie Urquhart examine the importance of risk in serving a risk-taking group. The “taking” part covers the library's collection: for example, buying materials with controversial content, ignoring reviews, eliminating traditional classification schemes. It also applies to programming, technology, and even professional development. The

“managing” part—being smart about risk—is the key to success. Indexed. 151P. PBK \$55 (978-0-8389-3896-5).



**In Too Much
to Know:
Managing
Scholarly**

**Information before the
Modern Age, Ann M.
Blair explores how the
flood of information was
managed in the old days.**

cause our “jurisdiction over information access” is being undermined. The question we should be asking is not whether librarianship is a profession, but whether it should be.

INDEXED. 170P. PBK \$50 FROM SCARECROW PRESS (978-0-8108-7703-0)

**A Year of Home-
Library Reading**

Julie Powell spent a year cooking her way through Julia Child’s *Mastering the Art of French Cooking* (documented in her book *Julie and Julia: My Year of Cooking Dangerously*), and Ammon Shea spent a year plowing



through all 20 volumes of the *Oxford English Dictionary* (*Reading the OED*). Now, in *Howard’s End Is on the Landing*, Susan Hill tells us how she spent a year taking a journey through the books in her own house. Some were books she was revisiting, others

she had never opened before. Each one, whether a mystery or a classic or an anthology of poems or a published diary, touches off reflections about her literary life. Hill reminds us of the varied pleasures of reading and might just inspire others to get reacquainted with their own home libraries.

236P. PBK \$15.95 FROM PROFILE BOOKS (978-1846682667). ■

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

ROUSING READS

I’VE GOT A HORSE RIGHT HERE

There are two kinds of horse racing stories. The most common are the sentimental ones (think *National Velvet*) in which an underdog horse triumphs over seemingly insurmountable odds. Sometimes the same formula is used in more realistic treatments of the racing world (*Seabiscuit*) that embroider the march to victory with plenty of social and historical landscape. Then there are the other kind of horse stories, those that play against sentimentality, using the unique atmosphere of the racetrack and the gambling world that supports it to explore the inevitability of loss.



If you don’t know Willy Vlautin’s work, you might think his third novel, *Lean on Pete*, belonged in the sentimental camp. After all, how could a tale about a boy and the horse he loves not be sentimental? But if you have read Vlautin, you know that he writes spare, knifelike prose that slices deep into the vulnerable hearts of his struggling, lonely characters. Teenager Charley Thompson, newly arrived in Portland, Oregon, takes to hanging out at Portland Meadows racetrack, where he finds a friend—an aging thoroughbred named Lean on Pete. That’s exactly what Charley does, at least for a while, until Pete, bound for the slaughterhouse, needs to lean on Charley. The perilous journey on which Charley and Pete embark must end badly—think of Kirk Douglas and another loyal horse on the run from civilization in *Lonely Are the Brave*—but on the road, Charley tells Pete the story of his life, and in this young boy’s flatly descriptive but heartbreaking words, Vlautin transforms what might have been a weepy TV-movie of a novel into a tough-and-tender account of a boy, a big-hearted horse, and a mostly unforgiving world. What Daniel Woodrell does for the hardscrabble Ozarks, Vlautin does for the underside of the New West.

For an even more unsparing look at racetrack life, try Jaimy Gordon’s recently published *Lord of Misrule*. The language of the racetrack, like Yiddish, is rich in the ironies of daily living. Gordon brings that language to crackling life in this moving and lyrical portrait of the inhabitants of the “backside” at a no-account West Virginia racetrack. The equilibrium of life for the grooms, trainers, small-time owners, and even the horses that populate the backside’s shed rows is disrupted by the arrival of a frizzy-haired girl and her horse-owner boyfriend. Suddenly, Medicine Ed, a 73-year-old groom and racetrack lifer, gets a “funny, gofered feeling about the way things was going.”

As the inevitable plays itself out—the novel is structured around four horses (including the titular Lord of Misrule) running in four races—we come to feel not only the idiosyncratic camaraderie shared by the backside inhabitants but also the special rhythm of life lived near the “fly-loud” barn. This is not the world of *Seabiscuit*, where the right horse winning the right race makes everything seem good; this is a gofered world ruled by misrule. But sometimes, as Gordon tells it, the smell of pine tar and horse manure can function like a “devil’s tonic.” Words can do that, too, as this nearly word-perfect novel makes abundantly clear.



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Solutions and Services



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ProLine Digital introduces Eco-Pro Multi-Disc Albums. The 100% recyclable albums feature a hard-shell design for durability and are preloaded with polypropylene-lined disc pages to store up to 24 discs. The outside of the album has a full-view clear sleeve for artwork or title cards. Eco-Pro albums measure 5½ by 6¾ by 1¾ inches and are manufactured without PVC.

gale.cengage.com

Gale Cengage Learning has announced Biography in Context, a new online resource developed to meet the needs of today's internet-savvy researchers. Biography in Context is built on a foundation of more than 600,000 biographies on more than 525,000 influential people. It includes multiple media assets, including images, video, and podcasts, and authoritative reference content to deliver information through one comprehensive web-like portal page. It encourages critical thinking in a number of ways including: Search Assist (with a "Did you mean?" prompt) to help users find accurate results; factbox overviews of biographical highlights that encourage further investigation; and interactive maps that place information in geographical context.



 jove.com

The *Journal of Visualized Experiments (JoVE)* has announced the 2011 launch of two new specialized content sections—Neuroscience and Immunology and Infectious Diseases. JoVE publishes video articles demonstrating experimental techniques in biological and biomedical research. It is the first peer-reviewed methods video journal to be indexed in *Medline*, *PubMed*, and *Chemical Abstracts*. A 60% discount is being offered to new and current subscribers on 2011 packages.



easidemographics.com

Easy Analytic Software, Inc. (EASI) offers demographic reports and forecasts for thousands of variables, including data analysis for location, trend, and market to assist in making business decisions. Librarians can use this information to help entrepreneurs find accurate and up-to-date demographic data for market and trend analysis, studies, forecasts, and more. EASI also provides inexpensive e-books, which can be downloaded and stored to a desktop, of past and present trends and future forecasts about specific demographics.

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

olsondatamax.com

Olson DataMax Archiving introduces the Millenniata M-Writer and M-Disc optical data storage system, intended to improve disc reliability and compatibility. M-Discs store data in an inorganic, rock-like material rather than the organic dye standard in DVDs. They can be read on any DVD player, but they must be burned on an M-Writer, which uses a higher-power laser than a DVD drive. The company says that because M-Writer drives are developed to write only to M-Discs, results are more consistent than other commercially available drives.



mangolanguages.com

Mango Languages has announced the official launch of its newest product, Mango Complete v2.0. This is the latest installment of what will be a series of several additions to the Mango suite of language-learning products in the coming months. Mango Complete v2.0 adds several features including new visual images, enhanced interface, and

voice comparison technologies. It will also add a number of languages, bringing the total number of languages in the Mango library to 70 by the end of the year. The Mango learning model teaches actual conversation, breaking down complex conversational elements with a flexible audiovisual framework that enables users to draw important connections between pieces of information they have already learned.

CASE STUDY

KIOSKS FOR CONVENIENCE

Minnesota's Washington County Library in Hugo and the Carver County Library in Victoria have implemented a high-tech kiosk system called iLibrary, developed by LEID Products. The self-service kiosks offer increased convenience by adding another location where patrons can order, pick up, and return items. Both libraries needed to increase service levels due to increasing population and the distance between branches, but new branches were not feasible due to lack of funding.

Washington County Library Director Patricia Conley said, "We envision people stopping by the Library Express [the library's branding for the kiosk] to pick up their books in the midst of their daily errands. It's a fast process and only takes a few minutes to pick up the items they have put on hold."

Patrons can use their library card number and e-mail

address on file to request books. When the materials are ready, patrons are notified via e-mail where they can pick up the items. At the kiosk, they enter the last four digits of their library card number on a keypad to ensure security and are then directed to a locker where their checked-out items are located.



Washington County Library Express

Melissa Brechon, library director of Carver County Library, describes the library kiosks as a steppingstone to providing more access to library patrons. Carver County Library is testing its iLibrary inside the Victoria Recreation Center, a hockey arena, while Washington County Library has its iLibrary stationed outside of

Hugo City Hall. Both are available for longer hours than the libraries are open, and the city hall location is accessible 24 hours a day, seven days a week. Thus far, the feedback has been very positive, with one patron commenting, "It's one of the best uses of my tax dollars!"

www.leidproducts.com

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Columbia College in Columbia, MO seeks an **Assistant Director of Stafford Library**. The Assistant Director will be responsible for managing the electronic resources, services and the web presence of Stafford Library to continually grow and enhance the virtual library. Assistant Director will prepare a budget for electronic resources. Act as liaison to the Online Campus regarding electronic library resources and services. Responsible for hiring, supervising and evaluating the performance of the Reference Librarian, Systems Librarian and Library Students. Other responsibilities include: formulate and administer policies and procedures for Stafford Library, assist the Director with short and long range planning, manage library operation in the absence of the Director. Perform other duties as assigned. Qualifications include an ALA accredited Master's degree in Library Science or Information Science. 3 to 5 years experience in a professional library position. Commitment to library services in an academic setting. Excellent written and verbal communication skills. Knowledge of / and commitment to innovative technology and web-based instruction. Previous experience as a supervisor is required. Ability to work a flexible schedule including evening and weekends. Ability to effectively prepare and present information to college administration and / or constituents. Preferred qualifications include: experience managing library electronic databases, experience in an academic library, experience using Innovative



Dean of University Libraries

Nominations and applications are invited for the position of Dean of the University Libraries at Wichita State University. The Dean reports to the Associate Provost and Chief Information Officer and sits as a member of the Council of Deans. The Dean will lead the campus in the development of a technology-based, student oriented, and research driven library model to support the university's urban serving research mission. The Dean will have practical experience in the use of emerging technology and its use in library and information management models. The Dean will be a campus innovator in research and student learning and known for building partnerships across campus.

Wichita State is the only Urban Serving Research University in the State of Kansas. Through our academic and research programs we work in collaboration with the government, business, non-profit and educational sectors in the greater Wichita area to develop human capital for the global economy, support educational innovation at all levels, promote public health and sustain communities. Wichita is the largest city in Kansas and attracts a diverse population of people.

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for more details about the requirements for the position and the application process.

For full consideration, applicants must submit on-line (1) Letter of application describing abilities to meet required qualifications, (2) Curriculum Vitae, and (3) Names, addresses, e-mail addresses, and telephone numbers for three individuals who can be contacted for professional references.

Review of applications will begin on **December 1, 2010**, however, applications will be accepted until the position is filled. Offers of employment are contingent upon completion of background checks as required by the Kansas Board of Regents.

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Electronic Resources Librarian

Clemson University is seeking a flexible and enthusiastic Librarian to join its Acquisitions Unit. This is a 12-month tenure-track position with faculty rank and status. Clemson library faculty participate in library-wide planning and governance, work in a shared decision-making environment, and are encouraged to be active in university service and professional organizations.

For a full description of this position go to http://www.clemson.edu/library/lib_overview/jobs/fac/index.html

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LEHMAN COLLEGE

Lehman College of The City University of New York is now accepting applications for the following faculty positions:

Leonard Lief Library

- Education Librarian
- Health and Human Services Librarian
- Instructional Technologies Librarian

Applicants should submit a letter, resume and names and addresses of three references to: Prof. Kenneth Schlesinger, Chair, Search Committee, 250 Bedford Park Blvd. West, Leonard Lief Library, Lehman College, Bronx, NY 10468.

The position announcements, which include a full job description and qualifications, are posted on the Lehman College website at www.lehman.edu (Link to Information for Faculty & Staff: Human Resources-Job Opportunities).

Continue to visit our website for upcoming announcements. Lehman College/CUNY is an AA/EEO/ADA/IRCA Employer.

www.lehman.edu

CONTACT E-mail joblist@ala.org or call 800-545-2433, Katie Bane, ext. 5105. Career Leads, American Libraries, 50 E. Huron St., Chicago, IL 60611; fax 312-337-6787.

Interfaces, Inc. (III) integrated library system. Interested applicants must submit a completed Application for Employment, cover letter, resume to: Columbia College Human Resources, 1001 Rogers Street; Columbia, MO 65216; or via fax (573) 875-7266. www.ccis.edu AA /EOE

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**Caribbean Basin Librarian
Assistant University Librarian**

The George A. Smathers Libraries at the University of Florida is seeking an experienced, skilled, and dedicated individual to serve as the Caribbean Basin Librarian.

The Department of Special and Area Studies Collections at the University of Florida's George A. Smathers Libraries seeks a creative and service-oriented individual to develop and manage library collections and activities related to the Caribbean Basin region (including, but not limited to, Cuba, Haiti, Dominican Republic, Jamaica, Panama, and Mexico). The incumbent will work with a variety of materials including archival materials, rare books, and contemporary imprints. S/he will work collaboratively on group efforts and maintain close professional relationships with faculty, students and colleagues. The Caribbean Basin Librarian will promote awareness of and access to these collections, by delivering guest lectures, providing direct assistance to library users (at department public service desks), and serving as a resource regarding the Caribbean collection. The library encourages staff participation in reaching management decisions and consequently the Caribbean Basin Librarian will serve on various committees and teams. The incumbent will pursue professional development opportunities, including research, publication, and professional association activities, to meet library-wide criteria for tenure and promotion.

Interested candidates should follow the application procedures outline on the Position Vacancy Announcement at: <http://web.uflib.ufl.edu/pers/FacultyPositions.html>.

All inquiries and submissions of required application materials should be sent to Bonnie J. Smith, Smathers Libraries Human Resources Office, at: bonniesmith@ufl.edu.

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Statement of Ownership, Management, and Circulation

American Libraries was published monthly except January/February and June/July, combined issues (10 times yearly), by the American Library Association, 50 E. Huron St., Chicago, IL 60611. American Library Association, owner. Leonard Kniffel, editor and publisher. Periodicals-class postage paid at Chicago, Ill., and additional mailing offices. Printed in U.S.A. As a nonprofit organization authorized to mail at special rates (Section 448.31 Postal Manual), the purpose, function, and nonprofit status for federal income tax purposes have not changed during the preceding 12 months.

Extent and nature of circulation: "Average" figures denote the number of copies printed each issue during the preceding 12 months. "Actual" figures denote number of copies of single issues published nearest to filing date, the September 2010 issue.

Total number of copies (net press run): Average 64643; Actual 63311

Paid or requested outside-county mail subscriptions: Average 54977; Actual 56624

Paid-in-county subscriptions: None
Sales through dealers and carriers, street vendors, and counter sales: Average 1965; Actual 1973

Other classes mailed through the USPS: None

Total paid and/or requested circulation: Average 56951; Actual 58589

Free distribution by mail outside-county: None; **In-county:** None

Other classes mailed through the USPS: Average 40; Actual 29

Free distribution outside the mail: Average 986; Actual 712

Total free distribution: Average 1025; Actual 741

Total distribution: Average 57976; Actual 59330

Copies not distributed (office use, leftovers, spoiled): Average 6667; Actual 3981

Total: Average 64643; Actual 63311

Percent paid and/or requested circulation: Average 98.23%; Actual 98.75%

Statement of Ownership, Management, and Circulation (PS form 3526) for 2010 filed with United States Postal Service in Chicago, Sept. 30, 2010.

My Own Private Bookmobile

How I went mobile without going wireless

by Will Manley

My car, a Subaru Outback, doubles as a library. There are always a lot of books in there. I never go anywhere without a copy of the Bible, the Qur'an, *Ulysses*, *Gravity's Rainbow*, assorted editions of Mother Goose, a complete collection of the Peter Rabbit series, and a vast and diverse array of brain-candy books.

Why? Four reasons:

1. I never know when I'm going to be in an accident (California freeways are nothing more than NASCAR racetracks), and if I end up in critical condition, it would be nice to have the word of God at my side. Hence the Bible and the Qur'an.

2. My cars have a way of breaking down, which often means hours of downtime at the repair shop, where you need books that will occupy your mind for awhile. Hence *Ulysses* and

Gravity's Rainbow.

3. For much of the day, I run a taxi service—ferrying my grandchildren, Connor and Sophia, to the park, preschool, and library stor hour. Hence the Beatrix Potter and Mother Goose collections.

4. Livermore, California, where I live, has more stoplights than any other place I've ever lived. Hence the diverse array of brain-candy books, which are perfect for red-light reading. You can open them up and peruse little random chunks of text without feeling as though you are wasting half of your life waiting for the traffic light to turn green.

The other day I got a flat tire, and for the repair shop I chose *Ulysses*. There I am in the waiting area, which consists of four nondescript chairs in a semicircle around a

1980s vintage TV. I'm well into chapter three when another customer comes in and sits down. He's from my favorite demographic cohort—pants to the ground, baseball hat turned sideways, neck tattoos. He goes over to the dusty old TV and hits the on/off switch, and gets nothing but very



Librarians never really retire; our work is never completely done.

loud static. "Hey," he shouts out to the man at the service desk, "does the TV work?"

"No," the service man replies. "Guys use

it to put their coffee cups on."

The young man is not happy. He pulls out his cell phone and calls one friend after another to rage at being stranded at a freaking tire store that has an old TV that doesn't work. You'd think he had been sentenced to two hours of waterboarding at Gitmo. After his fifth phone call, I say, "I've got a bunch of books in my car, want to try one?"

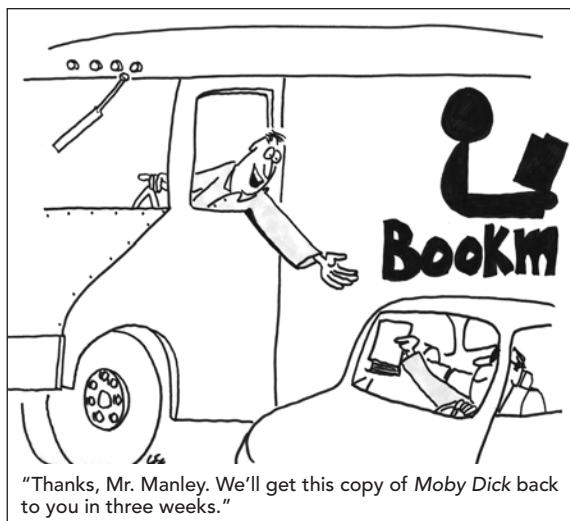
"You've got a bunch of books in your vehicle?" he responds with amusement. "What do you drive—a flippin' bookmobile or something?"

"Sort of," I say. I go to my car, fetch a bunch of brain-candy books, and place them on the top of the inert TV. "Take your pick," I offer gingerly.

He looks them over and selects *1,001 Jokes for Every Occasion*. Apparently one of those occasions is being stuck at a tire store because five minutes into the book, he chuckles.

With a big smile on my face, I think, "Wow, it's nice to be back in the readers' advisory business."

We librarians never really retire because our work is never completely done. The baggy-pants kids need us. They really do. ■



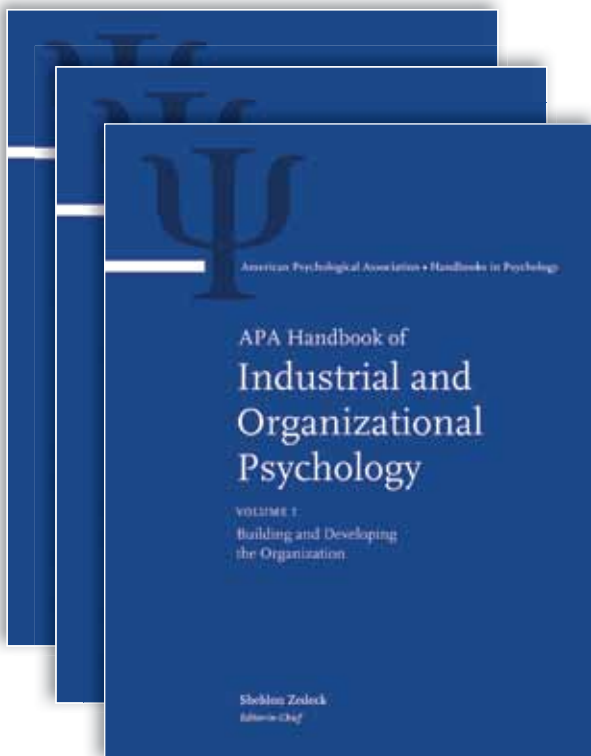
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