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MAY/JUNE 2011

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NOPL's Children's Resource Center, before (on cover) and after (left) renovations.

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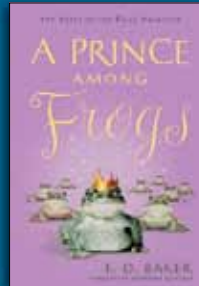


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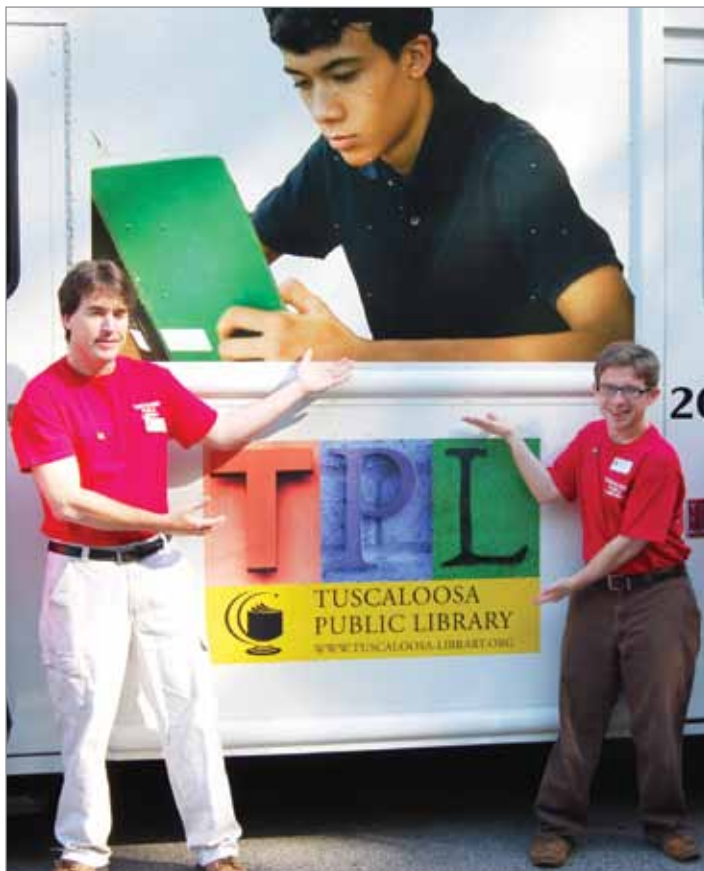
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▲ **National Library Week festivities** Check out our NLW photo
▲ essay. Here is a shot of staffers Kelly Butler and Addison Canevaro showing off the Tuscaloosa (Ala.) Public Library bookmobile during National Bookmobile Day April 13, as part of National Library Week. This year's event was themed "Create your own story @ your library" and featured programs that focused on bookmobiles, children and teens, financial wisdom, reading, library workers, and preservation.

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INSIDE scoop

▲ **10 ways libraries matter in a**
▲ **digital age** After "10 Reasons Why the Internet is No Substitute for a Library," a 2001 article in *American Libraries*, received some unwelcome attention in April, we sought your feedback to help create an updated version. Based on reader comments and staff discussions, we've drafted a list of reasons why libraries matter in a digital age. . . .

ASK the ala librarian

Q&A from the ALA Headquarters Library

▲ **What are some policies on**
▲ **overdues?** We don't know how much libraries, as a whole, collect in fines, as both major statistical reports roll the amount collected as fines in with "other" sources of revenue. . . .

▲ **What is a typical loss rate?**
▲ Based on the studies reported, there is a loss of .15% to .5% per year; or overall loss rates of 4–8% when an inventory, or inventory sample, is conducted periodically. . . .

GREEN your library

▲ **Trumbull's solar solution**
▲ Trumbull (Conn.) Library recently received a valuable green gift: 18 solar panels capable of generating 4 kW of power. . . .

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▲ **Awesome 3D printing video**
▲ A great overview of why 3D printing is a Very Big Deal. . . .

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Where can I see the ScanPro 2000?

SLA 6/12-6/15 in Philadelphia, PA
ALA 6/23-6/29 in New Orleans, LA



Wrapping Up a Busy Year

Authors, toolkits, and a contest create a combined force for library advocates

by Roberta Stevens

For my last message as ALA president, I'd like to update members and others on the initiatives that were kicked off at the Inaugural Banquet last June and offer a brief comment on recent events that affect the future of libraries.

With "Our Authors, Our Advocates: Authors Speak Out For Libraries," we tapped into a rich source of support using widely recognized individuals who understand and value libraries. By the time this year's Annual Conference occurs in New Orleans, public service announcements (PSAs) will have been videotaped with David Baldacci, Carmen Agra Deedy, Sharon Draper, Neil Gaiman, Brad Meltzer, Pam Muñoz Ryan, Sara Paretsky, Kathy Reichs, Scott Turow, and Mo Willems. The PSAs are available at ilovelibraries.org for libraries to download to their homepages and spread the message. Authors have also expressed their willingness to step forward with op-ed articles to assist libraries in dealing with what we know will be a difficult budgetary environment for the next few years.

"Our Authors, Our Advocates" is a multifaceted initiative that included the creation of the Cultivating Your Local Notables online toolkit and an update of the Library Quotes database. Local Notables, filled with tips on identifying and recruiting people in the community to advocate for libraries, is available through ALA's Advocacy University. Library Quotes, also at ilovelibraries.org, enables library advocates to use the

words of authors, celebrities, politicians, historic figures, and others to develop their unique case for funding libraries. ALA Graphics also has a poster for sale that features "Our Authors, Our Advocates" participants offering meaningful quotes about the power of libraries.

Given the challenging fiscal situation, libraries are exploring new opportunities to supplement established funding sources. The Frontline Fundraising online toolkit is targeted at libraries with little or no experience in reaching out to donors. It contains information on formulating a fundraising plan, identifying prospects, and enlarging a base of contributors. Different types of gift opportunities and ways to recognize those who have been generous to libraries are described. The toolkit is accessible in flipbook, pdf, and html formats at ala.org/frontlinefundraising.

The "Why I Need My Library" contest, with teen-created YouTube videos, experimented with a new group of potential library advocates: young people in the 13–15 and 16–18 age groups. Substantial cash prizes for the winners in each category will be awarded with the requirement that the money be donated to their school or local public library.

Interviews were plentiful during my presidential term as issues con-



We know that an informed and educated electorate is the foundation of our democracy.

tinued to surface and gather media attention, including the privatization of libraries, access to e-books, and limitations on e-book distribution. At the heart of many of the discussions was the increasing concern

about the future of libraries. The growing deficits at local, state, and national levels have resulted in unwise decisions to cut funding past the point where libraries can effectively respond to the millions who depend on them every day. We know that an informed and educated electorate is the foundation of our democracy and ultimately the long-term economic and social health of our nation.

Just as we spoke out so bravely about the threats to privacy in the Patriot Act, we and others must do the same now as budget debates occur everywhere. It is essential that the people who work in and love libraries use the advocacy tools developed by ALA with passion and persistence to fight back. We cannot let our libraries be starved to death.

Every ALA president begins his or her term with the goal of moving the ball further down the field. As promised, I have given my time and energy to doing so. Thank you for your support. ■

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

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The Chamo Social OPAC for Virtua empowers your patrons by allowing users to create personal lists, tag and rate items, enter comments or reviews and link to social sites like Facebook and Twitter – all from their PC or mobile device. APIs allow integration with Drupal, giving your library a wealth of options for customization.



The VITAL Digital Repository is a cutting edge Digital Asset Management solution. Automatic data capture, superior searching capabilities, standards-based protocols and an open-source Fedora™ platform combine to provide a flexible, customizable interface. VTLS is one of four Registered Service Providers for Duraspace™. Custom Drupal modules allow VITAL to expand to include other functional modules, or integrate with your institution's website.

Attend our informational sessions at ALA

RDA Now! will present a discussion of our recent RDA Sandbox project. Participants in the Sandbox have tested RDA cataloging practices within a hosted, shared Virtua database pre-populated with a wide selection of records.

Drupal 101 will explore how to use Drupal to enhance your website. We'll show you how VTLS and customers have used Drupal to design custom front end interfaces for both VITAL and Chamo.



RDA Now! will be presented at 8 am and 1:30 pm. **Drupal 101** will be presented at 10:30 am and 4 pm. All sessions will take place in the New Orleans Marriott at the Convention Center Tchoupitoulas Room.

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The Digital Revolution

Transforming Libraries and the Strategic Plan

by Keith Michael Fiels

Two major topics dominated discussions during the ALA Executive Board Spring Meeting April 22–24 at the Association's Chicago headquarters. ALA's new 2015 strategic plan now includes a Transforming Libraries goal that calls for the Association to "provide leadership in the transformation of libraries and library services in a dynamic and increasingly global digital library environment."

The goal outlines four objectives:

- Increase opportunities to share innovative practices and concepts across the profession, nationally and internationally, and among all libraries.

- Increase recognition of and support for experimentation with innovative and transformational ideas.

- Help libraries make use of new and emerging technologies by promoting and supporting technological experimentation and innovation.

- Increase leadership development and training opportunities designed to support the ongoing transformation of libraries.

While the goal may be new to the strategic plan, the functions it describes are not: Wherever members gather together, much of their effort, energy, and discussion is devoted to identifying best practices and "next" practices—those innovative and experimental ideas that are shaping the library of the future.

Because so much of the work around transforming academic, public, school, and special libraries is occurring in the

divisions, this goal provides a unique opportunity to highlight and promote much of the great work that the Association's 11 divisions are doing. The board discussed creation of a Transforming Libraries portal on the ALA website,

providing a single point of access for links to all the many resources within the divisions, offices, round tables, and other units of ALA. The possibility of a Transforming Libraries-themed conference in 2012 was also probed, as well as how the award programs—most of which recognize innovation—support the transformation goal.

The board stressed the need for the Association to articulate what transformation means to the public and why it is important to communities and individuals. This year we have seen an extraordinary interest on the part of the media in the future of libraries and the impact of e-books in particular. With some—very few, thankfully—questioning the future of libraries, the board discussed how we can forcefully communicate the changes that are occurring in libraries, and transform the public perceptions that are simply out-of-date.

Also covered were the recent Google court decision, which again rejected the proposed settlement as monopolistic; the recent HarperCollins e-book licensing announcement;



Wherever members gather together, much of their effort, energy, and discussion is devoted to identifying best practices and "next" practices.

and the issue of e-books and libraries in general. ALA already has a Google Book Settlement Task Force and a new Task Force on Equitable Access to Electronic Content—both established by ALA Council—as well as the Office for In-

formation Technology Policy Advisory Committee's E-Book Subcommittee, all working on various aspects of the digital content issue.

While the digital revolution and e-books are not the only factors affecting libraries—changing demographics, changing patterns of expectation and use, and the economy are some other factors—they are among the more dramatic and are of tremendous concern to members and libraries nationwide. The Association must therefore be a strong voice for libraries to the publishing and content-creation community.

The board also reviewed the preliminary ALA 2012 budget, discussed the progress of the Spectrum Presidential Initiative to raise \$1 million for scholarships, and talked about a new planned-giving campaign this year. For more information on the 2015 Strategic Plan, the Transforming Libraries goal, and the Task Force on Equitable Access, visit ala.org. ■

KEITH MICHAEL FIELS is executive director of the American Library Association, headquartered in Chicago.

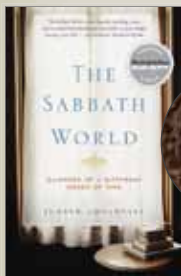
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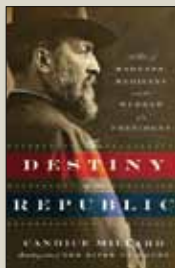
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8:00 AM - 10:30 AM



RUSA Literary Tastes Breakfast
featuring Sophie Brody Medal winner
Judith Shulevitz, THE SABBATH WORLD
(Random House)

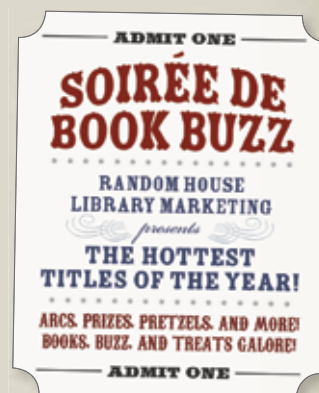
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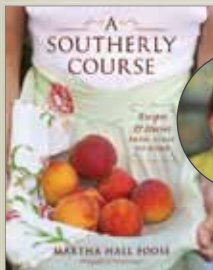
AAP EDITORS' BUZZ PROGRAM
hosted by Nancy Pearl

William Thomas, Senior Vice President, Publisher & Editor-in-Chief, Doubleday will present *THE NIGHT CIRCUS* by *Erin Morgenstern* & *THE DESTINY OF THE REPUBLIC: A Tale of Medicine, Madness, and the Murder of an American President* by *Candice Millard*.

12:00 PM - 1:00 PM

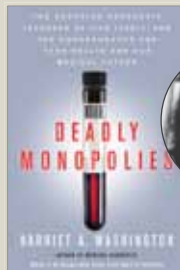


2:30 PM - 3:30 PM



ALA Cookbook Pavilion
featuring *Martha Hall Foose*
A SOUTHERLY COURSE (Clarkson Potter)

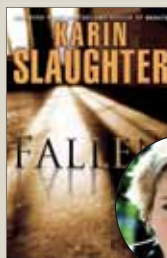
8:00 PM



BCALA Membership Meeting
featuring *Harriet A. Washington*
DEADLY MONOPOLIES (Doubleday)

— MONDAY, JUNE 27TH —

2:00 PM - 4:00 PM



ALTAFF Gala Author Tea hosted by *Karin Slaughter*, *FALLEN* (Delacorte Press) and featuring *Amanda Kyle Williams*, *THE STRANGER YOU SEEK* (Bantam)

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Comment Enabled

Call for Cataloging Training

Periodically there is a post on Autocat, the cataloger discussion list, with some variation on “as a single professional in a (fill in type of library), I am faced with having to catalog. I did not take a cataloging course in library school. How can I . . . ?”

I’ve just been corresponding with one librarian with that problem, who did not even know that the Library of Congress Classification existed as a print publication. Fortunately, she is writing her library school to express her

dissatisfaction at being placed in this situation.

Apart from knowing something about cataloging making one a better reference librarian or administrator, cataloging is a basic skill of librarianship, which every holder of an

MLS or MLIS should have.

Isn’t it past time the American Library Association made providing a basic introduction to cataloging a required course, as part of accreditation requirements?

J. McRee (Mac) Elrod
Victoria, British Columbia

Say Yes to Black Ops

Unlike Laurie Macrae (AL, Jan./Feb., p. 10), I applaud Sacramento (Calif.) Public Library (and any other library) for their

programming, which will bring more gamers into the public library. At a recent TEDxPSU presentation, Ali Carr-Chellman talked about using gaming to re-engage boys in learning. SPL’s Black Ops tournament is one example of this.

I wonder if the critics of SPL have actually played any of the Call of Duty games, including Black Ops. From the many comments that I have read on various blogs, newspapers, etc., I believe that unlikely. It saddens me that instead of supporting an out-of-the-box idea, groups are condemning the library.

Gaming in all its forms presents libraries with opportunities to engage a new set of users. Let’s welcome them.

Rosario Garza
Pasadena, California

Carnegie and Libraries

In response to “Reviving the Spirit of Andrew Carnegie,” AL Online, April 20.

Also see p. 33 this issue for an abbreviated version of the essay.

I cannot argue with the overall sentiments; however I think that “When our nation’s libraries were still in their nascence, Mr. Carnegie stepped forward and infused them with financial stability, eventually giving rise to their current ubiquity” is overstating the case just a tad. What gave public libraries financial stability, at least until the current crisis, was the move to taxpayer support. Carnegie provided money to build buildings and nothing else.

Local communities had to pay ongoing costs of books, librarians, and

the heating bill. Libraries existed in at least 43 states before Carnegie started throwing money around and the growth curve was clearly headed upward. In the end, Carnegie provided money to start new libraries in 449 towns that did not already have a library up and running—or a little over 12% of all the public libraries extant in 1920. If you look at public libraries in 1980 only 6% were new establishments kicked into gear by a Carnegie grant. All that being said there is no denying that the Carnegie grants provided a huge amount of publicity for the public library and inspired various other rich guys, usually at the local level, to cough up some bucks to build new buildings. Ultimately though, it is the American taxpayer in individual communities that provided the public library with financial stability.

Charley Seavey
Santa Fe, New Mexico

More on Chicano Librarians

Elizabeth Martinez’s piece “Chicano Librarianship” (AL, Nov./Dec. 2010, p. 40–43) was thoughtful, but only tells part of the story about American libraries and how they gradually developed strategies to reach Latino communities across the United States.

A lifetime ago, I prepared a book, *Developing Library and Information Services for Americans of Hispanic Origin* (Scarecrow, 1981). In that book and numerous articles and chapters that I wrote about Latinos in America and strategies to attract them to libraries and library service, the emphasis was always on developing a synergism between our libraries and Latinos.

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.

Isn't it past time ALA made providing a basic introduction to cataloging a required course, as part of accreditation requirements?

After 14 years as an academic librarian, I left library work in 1977 to earn a doctorate with an emphasis on American higher education and then went into the professional ranks where I earned tenure at three universities before becoming a senior-level administrator at the University of California at Berkeley. I continued to write about Latinos in our society while developing expertise on the selection and evaluation of college and university presidents.

Ms. Martinez has cogently captured some of the history of outreach and specialized services American librarians used to reach out and serve Latinos across the United States. I encourage ALA to consider a panel at the next ALA conference that brings together librarians and scholars to discuss the history of libraries in the United States and their services to Latinos.

Robert Haro
Larkspur, California

Doctor Who and the Library

After reading the quotation from David Tennant as Doctor Who in the Public Perception column (*AL*, Jan./Feb., p. 30), I started wondering why I couldn't find a promotional library poster for fans of that famous series.

An idea flashed into my head: David Tennant (or perhaps Matt Smith, the latest Doctor) standing in front of a small, but picturesque Carnegie library with his sonic screwdriver in hand and a tagline that reads "Your Library: It's Bigger on the Inside."

Paul Buchanan
Dallas

Cereal Box Poems Lauded

Hurray for Will Manley's idea for printing poems on cereal boxes in his Will's World column "Your Morning Metaphor" (*AL*, Jan./Feb., p. 96).

To complement his suggestion of "short, but dense poems" by well-known bards, such as Wordsworth, Barrett, Browning, Dickinson, and Stevens, I would like to ring a bell for

some of the lesser-knowns, and perhaps not so dense, such as New York School Poet James Schuyler.

Thanks, Will Manley, for nudging readers to remember, or learn, what a poem might mean in the run of a day.

Priscilla Atkins
Holland, Michigan

Will, you're looking pretty good for 700 years, which is what 70 decades turns out to be.

To take your poetry idea further, how about a "cereal serial" with a story that continues from box to box? Of course if some people got a newer installment before reading an older one the results could be surreal...I guess that's pun-ishment enough.

Nann Blaine Hilyard
Zion-Benton (Ill.) Public Library

Kudos for Books in Prison

I have a response to "When There Is No Frigate But a Book" (*AL*, Nov./Dec. 2010, p. 48–51).

As a volunteer in southern Nevada prisons for 12 years, I discovered how grateful prison inmates are for literature and for mental stimulation.

Marilyn Grosshans
Las Vegas

Social Networking Support

In response to "Will Social Media Activism Rescue Besieged Libraries?" *AL Online* March 16. See also *AL*, May 2010, p. 18.

With budgets being slashed across the nation, it is time for us to develop a strong social networking advocacy plan with the community. Social networking will allow those who do not normally speak out to advocate on behalf of libraries.

We should not wait until we are having a crisis, but we must use social



media to help us promote programs and resources that are available in the libraries. Solicit the help of library boards of trustees, teen advisory boards, young professional groups, students, and others to get the word out.

Gwendolyn B. Guster Welch
Birmingham, Alabama

Magazine Cover Questioned

Here is a suggestion for a term paper: How many years did the *American Libraries* January/February cover art set the profession back?

What the hell were you people thinking?

Joseph G. Haglock
Dover, Ohio

Grateful Longtime Member

I was astonished when I received my ALA membership renewal that I've been a member for 47 years! How is that possible?

The last week of library school at Columbia, a very attractive woman came and with charm asked us all to become ALA members. I did.

Good deal? YES.

Caroline Feller Bauer
Miami, Florida



Continue the conversation at americanlibrariesmagazine.org

Maureen Sullivan Wins 2012–13 ALA Presidency

Maureen Sullivan, an organization development consultant and professor of practice in the managerial leadership in the information professions' doctoral program at the Simmons College Graduate School of Library and Information Science in Boston, has been elected ALA president.

She defeated Sue Stroyan, information services librarian at Illinois Wesleyan University's Ames Library in Bloomington, Illinois.

"I am humbled and honored to have been elected to serve the dy-

amic profession of librarianship," Sullivan said. "I look forward to working with Sue Stroyan and other members who will help ALA lead the 21st-century information revolution."

Sullivan received 5,259 votes out of a total 8,901 votes cast for president and will serve one year as vice-president/president-elect before she takes over at the end of the 2012 ALA Annual Conference in Anaheim, California. A total of 9,618 ballots were cast in the election that included the Association's governing Council as well as division and round table leaders.

Thirty-four members have been elected to Council with terms that



begin at the conclusion of the 2011 Annual Conference in New Orleans through the end of the 2014 Annual Conference in Las Vegas. One councilor was elected to a two-year term, which will end at the conclusion of the 2013 Annual Conference in Chicago. Three bylaw amendments were also approved.

For complete election results, search for "ALA Election Information" at ala.org.

Nominating Committee Seeks Candidates

The 2012 ALA Nominating Committee, chaired by Vivian Wynn, is soliciting candidates to run on the 2012 spring ballot for the offices of ALA president-elect and councilor-at-large. The deadline is August 12.

The nominating committee will select two candidates to run for president-elect and no fewer than 50 candidates for the 33 at-large Council seats to be filled in the 2012 spring election.

The president-elect will serve a three-year term: as president-elect in 2012–13, as president in 2013–14, and as immediate past president in 2014–15. The councilors-at-large will serve three-year terms, beginning after the 2012 ALA Annual Conference in Anaheim, California, and ending at the adjournment of the 2015 Annual Conference in

San Francisco.

The ALA president and councilors also serve in corresponding roles in the ALA-Allied Professional Association (ALA-APA). Individuals considering ALA-APA office are encouraged to consult with their employer regarding any restrictions regarding lobbying activities or service on the governing body of a 501(c)6 organization.

Members who wish to make nominations visit www.alavote.org/nomination/2012users.html.

To encourage diversity and leadership development, the committee will refrain from nominating any current councilors for election to another term. Current councilors can file as petition candidates. For more information, send an email message to lgregory@ala.org.

Most-Challenged Books Named by OIF

Justin Richardson's and Peter Parnell's *And Tango Makes Three*, the award-winning children's book about the true story of two male emperor penguins hatching and parenting a baby chick at New York's Central Park Zoo, tops ALA's list of Top Ten Most Frequently Challenged Books of 2010. The list is issued annually by ALA's Office for Intellectual Freedom (OIF).

And Tango Makes Three has appeared on the Top Ten List for the past five years, with dozens of attempts to remove it from school and public library shelves, according to OIF.

For the complete list of most-challenged books as well as more information on book challenges and censorship, visit ala.org/bbooks.

Author Stands Up for Libraries in Op-ed

Pam Muñoz Ryan, author of such books as *The Dreamer* and a longtime advocate on behalf of school libraries, wrote an opinion piece on the value of school libraries and librarians that appeared in the April 16 *San Diego Union-Tribune*.

Making the connection between school libraries and literacy, Muñoz Ryan urged, “Let’s choose to be a literate society.

“When a library is staffed by a professional, it becomes the most far-reaching service in the school, nurturing the rich and poor, the literate and those learning to be literate, the athlete, the musician, the class clown and the class artist. The school library is often a gathering place and safe haven for students. It is a service for which every person on campus benefits,” she said.

Muñoz Ryan is among several authors who have contributed their voices to a series of author public service announcements that are available to library advocates as part of ALA’s “Our Authors, Our Advocates” initiative. Visit ilovelibraries.org for more information.

ACRL Draws Record-Breaking Crowds

More than 5,300 library staff, exhibitors, speakers, and guests from around the world met from March 3–April 2 in Philadelphia and online for ALA’s Association of College and Research Libraries (ACRL) 2011 Conference. Combined with the more than 440 people participating online in the Virtual Conference, ACRL 2011 had the highest combined registrant participation ever for an ACRL conference, with 3,533 face-to-face and virtual attendees

ILLUSTRATOR VISITS ALABAMA



Award-winning author and illustrator Kadir Nelson joins (from left) Blaine and Kyra Richardson at a book signing during National Library Week, April 10–16 at Tuscaloosa (Ala.) Public Library’s main branch. See more NLW 2011 photos at americanlibrariesmagazine.org.

from all 50 states and 24 other countries.

Themed “A Declaration of Interdependence,” the conference offered more than 300 programs that explored the interdependency that exists in academic and library communities and the changing nature and role of academic and research librarians. Key issues included the future of academic libraries, top technology trends, open access publishing, distance learning, and information literacy.

The next conference will be held April 10–13, 2013, in Indianapolis.

Equitable Access Group Starts Blog

ALA’s Presidential Task Force for Equitable Access to Electronic Content has established a blog and forum to invite commentary on the work of the task force and to discuss libraries’ role in providing free and confidential access to e-content for the public.

The task force has divided its work into five categories: Accessibility; Public Relations; Model Projects; Environmental Scan; and Licensing. Visit equacc.ala.org for more information.

ALTAFF Hosts First Donate a Book Day

The first Donate a Book Day was celebrated April 14, hosted by Direct Brands’ Book-of-the-Month Club in partnership with ALA’s Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF).

Readers across the U.S. were encouraged to participate in a “Day of

Donation” by providing new or gently used books to their local libraries. Books not added to the recipient library’s collection were given to the Friends of the Library for their library book-sale fundraisers.

Book-of-the-Month Club also launched an online promotion during National Library Week, where 85 winners were rewarded for their donation efforts by winning a library of 10 new books to add to their personal collections, courtesy of Book-of-the-Month Club and Random House. Visit ala.org/altaff.

Step Up to the Plate Season Six Opens

ALA’s Campaign for America’s Libraries and the National Baseball Hall of Fame and Museum launched season six of “Step Up to the Plate @ your library” during Major League Baseball’s Opening Day.

Step Up to the Plate teams up two American classics—libraries and baseball—to promote libraries and librarians as essential information resources.

The program encourages people of all ages to use the print and electronic resources available at their libraries to answer a series of trivia questions designed for their age group (10 and under; 11–13; 14–17; and 18 and over). This year, Step Up to the Plate connects generations by exploring baseball’s more than 150-year history through topics like famous baseball families and

Continued on p. 18

ALA's 2015 Strategic Plan

The Association maps out its goals and priorities

Dear Colleagues:
Enclosed in this issue of *American Libraries* is the Association's new 2015 Strategic Plan.

The plan outlines the vision and goals that will guide us through what promises to be a period of unprecedented challenges and opportunities for libraries. It reflects the work of thousands of members and the many boards, committees, and affiliates who responded to member questionnaires, helped craft the draft document, and provided suggestions and comments that were incorporated into the plan at every stage of its development.

Like all good plans, it builds upon the strengths of the Association, while at the same time looking toward the future. Our core organizational values still include a commitment to extending and expanding library services, and to representing all types of libraries and all librarians, library staff, trustees, and others working to improve library services. Social responsibility and the public good also remain core values, and our key action areas still include equitable access to information and library services, intellectual freedom, and literacy.

■ **Advocacy, Funding, and Public Policy** continues as a key Association goal. This includes increasing public awareness of the value and impact of libraries, research and evaluation documenting the value and impact of libraries and resources, and training for advocates seeking increased funding and support for libraries. It also includes increased ad-

vocacy for literacy, intellectual freedom, equity of access, privacy, fair use, the preservation of our cultural heritage, information literacy, and permanent no-fee public access to government information.

■ **The Building the Profession** goal includes ensuring that library education and training reflect the core values of the profession and meet the needs of the communities we serve. It also encompasses providing continuing education and career development and certification opportunities, as well as leadership and career development opportunities for LIS students. This goal also calls for us to assist libraries in recruiting a high-quality, diverse library workforce.

■ **The Transforming Libraries** goal reflects a new and critical priority for every library and every member: How do we lead the transformation of libraries in an increasingly global digital information environment? Among the ways to do so are through increasing opportunities to share innovative practices and concepts, the recognition of and support for experimentation with innovative and transformational ideas, by helping libraries make use of new and emerging technologies, and by providing increased leadership development and training opportunities designed to support this transformation of libraries.

■ **The Member Engagement** goal looks at how we can develop an Association in which all members, regardless of location or position, have the opportunity to participate in, contribute to, and benefit from engagement

in their Association. This goal stresses continued innovation and experimentation in the creation of new opportunities for face-to-face and virtual engagement and new ways of recognizing member contributions.

■ Last, the **Organizational Excellence** goal calls for continuous improvement of products and services to better serve current members and to attract new members. It also addresses the need to develop the resources needed to ensure the vitality of Association programs and services, and to strengthen the Chapters and Affiliates.

The 2015 plan is ambitious, but it recognizes that working together, our 60,000+ members can achieve great things. To quote from our "Big Audacious Goal": "ALA (that's us) builds a world where libraries, both physical and virtual, are central to lifelong discovery and learning and where everyone is a library user."

Working together, we can make this goal a reality.



Roberta Stevens
President



Keith Michael Fiels
Executive Director

For more information on the 2015 Strategic Plan, including the environmental scan and ongoing progress reports, visit ala.org. ■



Your Library • Your Legacy

As a librarian, you deeply understand the value and the impact of our libraries and the librarian profession. Even a modest-sized gift can make an enormous difference. It is easy to designate the American Library Association or any of its divisions, offices, programs, or round tables as a recipient of your planned gift.

The American Library Association is pleased to announce that to date, 29 individuals and couples have committed over \$1.6 million combined from their estates to the ALA Legacy Society. These gifts help ALA strengthen and protect one of America's greatest institutions – our libraries. By making a planned gift of your own, you too can help support opportunities to learn, grow, adapt and enjoy at our nation's libraries, and further the profession of librarianship.

Please contact the Development Office at ALA to discuss giving options and opportunities that might work for you and your family. If you already named the American Library Association in your estate plans, please let us know. To contact the Development Office, please call 312-280-5049, or 800-545-2433 ext. 3259 to speak confidentially with a development officer. For general inquiries, you can also reach our office at development@ala.org.



I mailed a postcard to ALA over thirty years ago to request help to find funding for graduate school. I am most grateful to the Association staff member who wrote to my two institutions of choice to alert them of my needs. This was quite helpful and I am grateful to this day.

With my bequest, I am able to continue to make a long term commitment to ALA and other students who have the same concern as me. Thus, I have stipulated the Spectrum program that will continue to award scholarships to talented students of color entering our field.

Dr. Em Claire Knowles

In Appreciation

The ALA Legacy Society honors and recognizes the enduring commitment of the following individuals who have provided for ALA or its divisions, offices or round tables in their estate plans, and made a lasting contribution to the future of the American Library Association.

Anonymous (2)

Peggy Barber*

Francis J. Buckley, Jr.

Carole & Stan Fiore*

Shirley Fitzgibbons

Barbara J. Ford*

Charles Garriss

(in memory of Cicely Phippen Marks)

William R. Gordon*

Ellin Greene*

† Gerald Hodges*

Pam Spencer Holley

Suellen Hoy

Dr. Em Claire Knowles

Shirley Loo*

Carse McDaniel*

Regina Minudri

John N. Mitchell*

Robert Newlen

Sylvia K. Norton

† Margaret "Peg" Oettinger

Frances R. Roscello

Patricia Glass Schuman

Peggy Sullivan*

Teri Switzer

Ann & John Symons*

Ruth & Jay Toot*

Betty Turock*

J. Linda Williams

* Charter Member

† Deceased

As of April 30, 2011

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historical baseball franchises. One grand-prize winner will receive a trip to the Hall of Fame in October.

To access a free online toolkit that includes program logos in both English and Spanish and a downloadable flier and bookmarks, register at atyourlibrary.org/baseball. Prizes are available for librarians who promote the program.

New ALA Conference Grant Established

EBSCO Publishing has provided the first corporate grant for the Robert F. Asleson Memorial ALA Conference Grant, named in honor of the

late founder and president of The Readlen Group.

Candidates for an ALA-accredited MLS are eligible to apply for the grant, which will subsidize attendance at either the ALA Midwinter Meeting or Annual Conference. Successful recipients will be selected based on economic need and the quality of an essay written according to criteria set by the grant's board of directors. Each grant will be in the amount of \$1,500.

For details, including donation information, visit aslesongrant.org.

ALTAFF Designates Literary Landmark

Mansfield (Tex.) Public Library has been designated a Literary Landmark by ALA's Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF).

The landmark recognizes the contributions of author John Howard Griffin (1920–80), whose book *Black Like Me* chronicles his experiences in fall 1959, when he darkened his skin and lived as a black man for seven weeks while traveling through Louisiana, Mississippi, Georgia, and Alabama.

More than 300 people attended the dedication earlier this year. Former First Lady Laura Bush was a special guest at the ceremony at the library and called Griffin "one of the strongest white voices for civil rights." The Friends of the Mansfield Public Library joined ALTAFF in supporting the dedication. For more information, visit ala.org/altaff.

PLA, OLA Launch New Interactive Website

ALA's Public Library Association and the Office for Library Advocacy have launched the interactive website LibrariUS, an initiative sponsored by the Public Insight Network at American Public Media.

FAMILY FIESTA



Middle Eastern dancer Dilek Hoss of Arabina Dance Company joins San Diego County Library Director José Aponte as they prance with their library cards during the Multicultural Family Fiesta April 2 at the library's El Cajon branch. The event launched the library's Día de los Niños/Día de los Libros (Children's Day/Book Day) celebration. Día is sponsored by ALA's Association for Library Service to Children and ALA's affiliate Reforma.

Designed to inspire news content and generate a conversation about libraries and communities in the 21st century, the program collects details from people using the library. Patrons' responses, along with first names, last initials, and locations, are displayed on a map that is updated in real time. Contact information is also requested for possible media follow-up.

A simple widget, installed on a library's website, links patrons to the LibrariUS website and enables them to share why they're visiting the library or using the library's website. Downloadable handouts are available to help libraries encourage patrons to share their stories and support the libraries' participation in the LibrariUS initiative. All information collected is confidential and will not be sold or used for spam email.

Visit publicinsightnetwork.org/librariius/faq for more information. ■

CALENDAR

ALA EVENTS

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

Sept.: Library Card Sign-Up Month, ala.org/librarycardsignup.

Sept. 24–Oct. 1: Banned Books Week, ala.org/bbooks.

Oct. 16–22: National Friends of Libraries Week, ala.org/altaff.

Oct. 16–22: Teen Read Week, ala.org/teenread.

Nov. 12: National Gaming Day, ngd.ala.org.

Jan. 20–24, 2012: ALA Midwinter Meeting, Dallas, ala.org/midwinter.

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Keeping Our Message Simple

A couple of years ago, our library lost two elections in a row. I became so concerned about the future of my organization that I started reading much more widely and deeply, particularly about brain research and how and why we come to believe things, both as individuals and as communities. A couple of those books dug into how difficult it is for us to admit we've been wrong—and to change our views.

The problem is plain: Over the past 10–15 years, prior to the recession and our current funding crisis, fewer libraries made it to the ballot, or won when they did. This is in sharp opposition to the long trend of rising library use.

Not all libraries deserve more funding, but our current social environment works against those that do. We need to change that. And we can.

Brutal facts

It's time to face some harsh realities.

1) Use has nothing to do with support. A storytime mom who checks out 40 books a week may not vote for a library millage because she thinks her taxes are too high. An 84-year-old man who marvels at the wonders of his nearest branch may not even be a cardholder, but always votes to support it because he thinks a community that doesn't support libraries is pathetic.

2) Demographics have nothing to do with library support. We can't reliably predict that moms, or senior citizens, or the poor, or the wealthy will vote either for or against us. We can't solve our funding dilemmas by marketing more vigorously to our traditional demographics.

3) Library performance has nothing to do with library support. I've seen poor-performing libraries that consistently get strong financial support from their communities and some good ones (including mine) consistently punished at the polls. It's not who we are or what we do. It's about what our communities believe about us.

So what *does* generate support? I believe there are three essential elements: 1) The frame; 2) the story; and 3) the repetition.

Humans make meaning; they strive constantly to make sense of the world, to predict the future from the past. If it rains the first two times you visit Chicago, you think, "It always rains in Chicago!" Once you have that mindset, you don't notice that the last three times you were there, the sun was shining. You have a frame and simply don't see what doesn't fit.

What most affects library funding today is the result of 50 long years of fiscally conservative framing that boils down to two words: "tax burden."

If you accept that frame, you can't see that an investment in your social infrastructure is a cooperative—and often brilliantly cost-effective—purchasing agreement. You see a terrible ill that only tax relief can remedy.

Once established, mental frames prove very hard to break out of. Recently, I asked a room full of elected county officials to write on a note card no more than 3–5 words or phrases that captured how they thought their neighbors felt about local government. It wasn't flattering.

I dropped their words into Wordle to form a word cloud. The big words (most frequently repeated) were: Taxes. Bloated. Inefficient. Bureaucratic. Parasitical.

Then I asked the county leaders to jot down 3–5 words or phrases encapsulating why they had run for elected office. This time, the big words were rather different: Community. Giving back. Quality of life. Pride. Sustainability.

"Use these words," I said, pointing to the first word cloud, "and you undercut everything you hoped to accomplish." Far too often, we are complicit in our own demise; when we repeat the language and frames of those who seek to destroy us, we leave little difference between us.

Be explicit, not complicit

Here's where the story comes in. Last year, I worked with a cadre of passionate Colorado librarians who were fighting a trio of state ballot issues that would have gutted the funding of libraries—and most other public-sector institutions. I'm pleased to report that the three ballot measures were soundly defeated. Here's why, in

What most affects library funding today boils down to two words: "tax burden."

my opinion: “BHAG: The Colorado Public Library Advocacy Initiative.” (BHAG, of course, stands for Big Hairy Audacious Goal.) The idea was simple: All of our communities have good speakers, well-respected and well-connected. Why not find them, arm them with a short, compelling, talk (designed to take about 12 minutes), and send them out on our behalf?

And so we did. We recruited passionate library supporters who already love to talk to their communities, and whose communities are liable to listen. We booked them for five talks apiece in diverse venues (business, faith-based, non-profit, civic, etc.). Materials were all online (bhagcolorado.blogspot.com) and focused on value.

Here’s how the script broke down.

1. **A gimmick.** The talk begins by asking for \$1 from the audience “for the library.” Why becomes clear later.
2. **A cost-setting exercise.** The speaker asks how much audience members pay per month for internet access at home, satellite or cable TV, cellphones, and Netflix; why they pay for those things; and what good that does for the community. Then the speaker contrasts those costs with the average monthly cost for libraries. The idea is to reset the frame about both the cost and the value of libraries.

READ MORE
Find out more on your phone or americanlibrariesmagazine.org. If your phone has a Web browser and a camera, **download the free app at gettag.mobi** and scan this bar code.

3. **Stories.** The heart of the talk uses 3–4 stories that each have a simple narrative structure and a distinct final message. Who: “Caiden was a smart 3-year-old boy.” The problem: “Like a lot of smart little boys, he started to stutter.” Library intervention: “Our Read to Dogs program marked a tipping point for him.” Happy ending: “Caiden doesn’t stutter anymore.” Moral: “Libraries change lives.”

4. **A close.** That \$1 bill is returned to the first donor, who then gets \$4 more, each with a little illustration demonstrating the return on investment in libraries.

5. **A call to action.** Instead of asking for funding, try something like: “So the next time you hear someone say, ‘My taxes are too high,’ remember Caiden. Libraries change lives. Stand up for the library!”

Over 3,000 people heard our advocates’ talks—not bad for the first year. But advocacy is not the work of a season. It is the duty of a generation of librarians. We need to recruit nonlibrarians to talk to other nonlibrarians, and to repeat this message incessantly, over and over, all around the country—just like the folks who speak against public-sector funding. Now would be a good time to start. —James LaRue, director, Douglas County (Colo.) Libraries

Virginia Mathews, Children’s Services Champion, Dies

Virginia Mathews, 86, renowned advocate for family and early-childhood literacy and outreach programs, consultant, and author, who was respected in the publishing and library worlds, died May 7.

Instrumental in the success of both the 1979 and 1991 White House Conference on Library and Information Services (WHCLIS), Mathews navigated a career that bridged the worlds of publishing and library advocacy. In particular, her leadership during the 1991 conference resulted in the creation of the Omnibus Children’s and Youth Literacy through Libraries Initiative, which emerged as the highest-priority goal of the conference. The achievement was cited as one reason ALA’s Association for Library Service to Children (ALSC) gave Mathews its Distinguished Service Award in 1995, the year after ALA awarded her Honorary Membership, the highest honor given by the Association.

The ALSC award also cited her involvement in the National Book Committee—a group whose promotion of reading



“Virginia Mathews continues to inspire new generations.”—Carole Fiore

evolved into the celebration of National Library Week. Mathews went on to serve as a consultant to the Library of Congress Center for the Book in Washington, D.C., where she developed the curricular materials for the 1992–1997 Library–Head Start Partnership that brought ALSC to the early-literacy table at the national level. The initiative culminated in the publication of *A Library Head Start to Literacy* (1999), coauthored by Mathews and then-ALSC Executive Director Susan Roman, which was distributed to every Head Start program in the country.

“As ambassador of library youth services to the world, Virginia Mathews continues to inspire new generations,” said Carole D. Fiore at the time her committee selected Mathews for the ALSC award.

Mathews’ other awards include the 1989 Distinguished Service Award and the 1998 Herb and Virginia White Award for Promoting Librarianship from ALA’s American Association for School Librarians.

—Beverly Goldberg

Forging a Resilient Revitalization for New Orleans Public Library

In the six years since Hurricane Katrina, New Orleans has begun the process of rebuilding. The city's public libraries are no exception.

Former Mayor Ray Nagin decided to privatize capital improvements and hired MWH, a global project management and construction firm, in 2009 to oversee the recovery and construction of New Orleans's public buildings and streets. Gould Evans, with Lee Ledbetter & Associates, in a design/build partnership with Gibbs Construction, found ourselves working for MWH as library architects to design five branches, four of which are currently under construction.

Since city agencies, including the library system, simply weren't functioning in the normal sense, Johnson County (Kans.) Librarian Donna Lauffer was retained to play the advisory role normally reserved for library staff. She provided the technical expertise to help us design the new generation of New Orleans libraries.

The team addressed funding issues as well as design and construction. By aligning library reconstruction with infrastructure needs, we were able to identify FEMA funding that could be utilized for the branch libraries.

Technical issues dominated early design discussions. Foremost was how the new libraries would withstand future hurricanes and floods.

The initial request for proposals stated that the new libraries would have floor levels eight feet above curb height to avoid most flooding. The steps and ramps required by that elevation change, however, could discourage casual library use.



Architect's rendering of the Norman Mayer branch, which is under construction and scheduled to open this year.

In most cases, we were able to demonstrate that adequate flooding safety could be achieved by raising libraries only three to four feet.

We specified a superior glazing system, a combination of PPG Solarban and Dupont Century, that is able to withstand extreme wind loads. In addition, individual glass panels are limited in size to no larger than 5x7 feet—a size that can be well supported by window framing and mullions. At approximately \$100 per square foot, this glass is considerably more expensive than conventional windows. To make up the price differential, we specified stucco wall systems on the remainder of the buildings.

Vapor barriers were another unique design problem brought about by the extreme climate conditions. In New Orleans's often-humid climate, vapor barriers are critical in order to maintain conditioned air within buildings for personal comfort and the care of books and documents.

Typically, vapor barriers are

placed immediately under a building skin, outboard from the insulation system. In order to prevent water and vapor from entering the libraries, we specified vapor barriers to be on the inside of the insulation system. This unusual placement of the barrier was predicated on the need to protect the building contents from water from three directions—flooding from below, humidity through walls, and copious rainwater from above.

One of the simplest design decisions may prove to be the most prescient in terms of library facilities—stack spacing. We selected a structural grid with columns at 30 foot centers. This allows stacks to be initially placed at six-foot intervals. As the collection expands, the stacks can be shifted to five-foot intervals, adding one row per structural bay with no imposing columns in the aisles between stacks.

—Anthony Rohr is national managing principal at Gould Evans. Robert Riccardi is Gould Evans's associate vice president.

Refresh Your View of E-rate

Does your network suffer from the after-school grinding-to-a-halt syndrome? Do you have a flat or declining budget and can't figure out how to pay for a bandwidth upgrade to support patrons' online activities, such as searching for jobs and applying for e-government services?

If you haven't considered the e-rate program lately, now's the time to take a fresh look: The program brings millions of dollars each year to public libraries—dollars that support telecommunications and information services that are critical today.

The e-rate program was established by the Federal Communications Commission in 1997 as mandated by the 1996 Telecommunications Act. Added to the Universal Service Fund for rural telephone service, the e-rate program was designed to ensure access to advanced telecommunications and information services for eligible libraries and schools. At least \$2.25 billion in discounts of 20–90% goes to qualifying libraries and public and private schools, with the deepest discount going to communities with the greatest need.

Having connections

Libraries' broadband needs today have greatly increased since 1997: A wider array of services—such as access to e-government resources, videoconferencing services for job interviews, online databases, and streaming video—require reliable, high-capacity connections. The flexibility of the e-rate program enables libraries to request support for such advanced applications.

Success stories abound. For example, thanks to some \$1.5 million

in e-rate funding (a 77% discount) that Queens (N.Y.) Library receives annually, it now offers wireless internet at all 62 branches. “More than 600 people per day use their own computers on our connections,” reports Director of Information Technology Anthony Drew.

Noting that the e-rate discount has enabled Queens Library to buy 900 more workstations, Drew adds, “Over the next year we also hope to go from 135 Mbps to 235 Mbps to support the enhanced communications our patrons want—texting, emailing, Facebook, and access to hundreds of online databases.”

The bandwidth that libraries such as Queens requires will no doubt climb as more and more resources move online; libraries pondering their funding may find significant support in the e-rate program.

At the heart of it all

Of course, there is more than bandwidth at the heart of what libraries do for their communities. The services supported by the e-rate program allow libraries to respond to the needs of their communities in innovative and meaningful ways.

Jan Elliott, library director at Saford City–Graham County (Ariz.) Library, reported, “We helped a local man track down military service information to prove his service time, and after 30+ years of waiting, he is getting veterans benefits.”

“As the library manager, I see the

importance of this funding every day,” Barbara Blackburn of Duncan (Ariz.) Public Library, said. “My reward for following through with the e-rate process comes when a laid-off worker leaves with a smile on his

face after finding employment opportunities, successfully updating or writing a résumé, or is able to access a website on his own. Or the pride a student has when he finishes and shares a report for school, or the excitement of grandparents

when they share the pictures of grandchildren they received through e-mail.”

Despite some uncertain early years, questions related to application processes, and lingering misperceptions about program requirements, the e-rate program is helping libraries—rural and urban, large and small—offer services and programs they otherwise could not. Though there is a steep learning curve for new applicants, filing guidance is available at the state and federal level.

“First, check to see if your state library has a person who is an e-rate specialist who can help you with the forms and, most importantly to me, figure your return on investment, even if it takes you two days to complete the various forms,” advises Maine State Librarian Linda Lord, who chairs ALA's E-rate Task Force. “In Maine that return is well worth the effort.” —*Marijke Visser, assistant director, ALA's Office for Information Technology Policy*



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Library Advocates Head for the Hill

Federal budget threats targeted at library programs dominated the discussions May 9 during the briefing day preceding this year's National Library Legislative Day (NLLD) by the American Library Association's Washington Office, but the 361 NLLD participants who came to Washington, D.C., were not deterred by the uncertainty at the Capitol.

"I think it makes it that much more important to be here and get the message out," Interim West Virginia State Librarian Karen Goff said, referring to the FY2011 budget cuts to the Library Services and Technology Act (LSTA), the consolidation of the Improving Literacy Through School Libraries program, and the fear that more cuts for libraries may be on the horizon for FY2012.

"If we do nothing, we can't expect anything," Goff added.

What's at risk

Under the current FY2011 budget, the Institute of Museum and Library Services (IMLS) received a 10.7% cut from FY2010 levels. The FY2011 funding for IMLS totaled \$237.4 million, down \$28 million from FY2010—not including the \$16 million IMLS lost when all federal earmarks were eliminated from the FY2011 budget. The cut to LSTA this fiscal year is \$24.5 million, for a total appropriation of \$189 million.

For FY2012, ALA is asking Congress to fund LSTA at \$232 million—the level last authorized in December 2010—and to preserve a distinct budget line for the Improving Literacy Through School Libraries program and appropriate the program at its FY2010 level of \$19.1 million.

Cathy Wojewodski, a reference librarian from the University of Dela-

ware and an NLLD veteran, knew the fight for LSTA funding would be this year's "biggest challenge." She said her group's strategy regarding FY2012 appropriations was to "hit LSTA hard" while meeting with her state's delegation—which includes a new senator and a new member of the House—and to clearly tell them what LSTA funding means to Delaware and how supporting technology in libraries benefits everyone.

That strategy of sharing specifics was echoed throughout the briefing day. Advocates heard about the top federal issues impacting libraries from ALA Washington Office staff as well as ALA consultants Vic Klatt and Danica Petroschius, partners at Penn Hill Group. Klatt is former chief of staff for Rep. Buck McKeon (R-Calif.) and Petroschius was chief of staff for the late Sen. Edward M. Kennedy (D-Mass.).

Mike Gentile, legislative staffer for the Senate Appropriations Committee, briefed NLLD participants about the appropriations and budget process, emphasizing that FY2012 is "not quite a normal year." The Appropriations Committee could not move forward until after a vote over raising the national debt limit.

Despite the uncertainty, library advocates were encouraged to continue their efforts beyond NLLD meetings with congressional leaders to ensure libraries are part of the discussion—particularly in regards



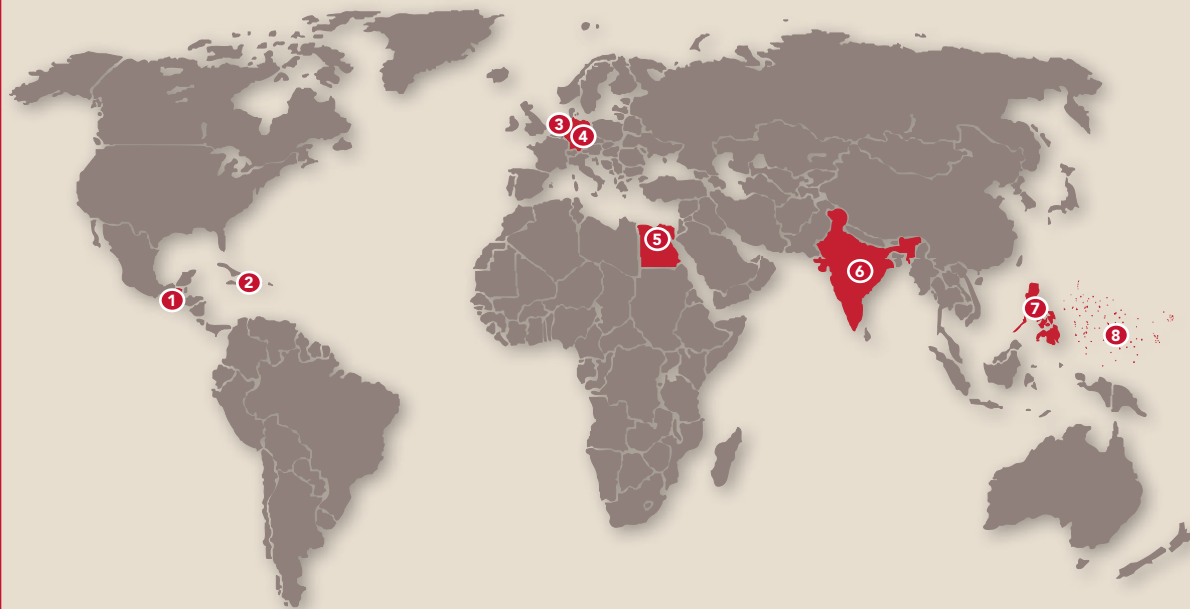
Rep. Raúl M. Grijalva encourages library advocates before they meet with congressional lawmakers.

to the reauthorization of the Elementary and Secondary Education Act. "The administration has to be pushed to not further erode their commitment to education," Petroschius said.

ALA is lobbying to secure language in ESEA that calls for every school library to be staffed by a state-certified school librarian, among other provisions.

On May 10, NLLD advocates swarmed Capitol Hill to share messages about appropriations and ESEA along with other top concerns. They were armed with their personal stories and extra encouragement from Rep. Raúl M. Grijalva (D-Ariz.), who received a Public Service Award from ALA's Association of Library Trustees, Advocates, Friends, and Foundations at an NLLD reception the previous evening. "This is the time for LSTA to be robustly funded," Grijalva told reception attendees. NLLD advocates couldn't have put it any better. —*Jenni Terry, press officer, ALA's Washington Office*

GLOBAL REACH



GUATEMALA 1

The Canadian library-student group Librarians Without Borders has completed its second trip in as many years to the Miguel Angel Asturias Academy in Quetzaltenango. LWB volunteers brought with them 350 books for the Asturias library collection and offered programming and service recommendations on how to eventually serve the wider community. It is estimated that more than 75% of Guatemalans lack access to books.—*LWB blog, Apr. 29; Asturias website and school Facebook page.*

HAITI 2

Helping Haiti is a sister-library partnership between the Arlington (Va.) Public Library and Haiti's decimated Petit-Goâve municipal library. Arlington's library Friends have pledged to donate 50 cents for every Arlington child reaching his or her goal in this summer's Get Caught Reading program to help rebuild the Petit Goâve library. More than 4,300 5–17-year-olds participated in the 2010 summer program.—*Arlington (Va.) Public Library blog, Apr. 23.*

NETHERLANDS 3

The Zaan district outside Amsterdam in North Holland is so densely populated that a conventional bookmobile takes up too much parking space, so architect Jord den Hollander designed a smart solution. He converted a standard shipping container into a mobile library with an outer shell that slides upwards to form a reading room and play space with huge windows and a transparent floor. The BiebBus makes 20 daylong stops at primary schools throughout the district.—*Domus, Apr. 11.*

GERMANY 4

Berlin State Library handed back 13 books stolen by the Nazis to the Jewish community April 13, including 19th- and 20th-century novels, history books, poetry collections, travel guides, and bound newspaper volumes. German Culture Minister Bernd Neumann said the government was redoubling efforts to return plundered cultural treasures, and was engaged in a new drive to research the provenance of state holdings with the aim of restitution.—*Agence France-Presse, Apr. 13.*

EGYPT 5

Nina V. Fedoroff, president of the American Association for the Advancement of Science and trustee for the Bibliotheca Alexandrina, is claiming that in February ousted Egyptian President Hosni Mubarak was found to have \$145 million in an Egyptian bank account in his name, even though the money was supposedly intended for the library. Fedoroff said no one at the library knew about the account, which was registered under the library's name but opened over Mubarak's signature.—*The Daily Beast, Apr. 24.*

INDIA 6

The state assembly of the western state of Gujarat voted unanimously March 30 to immediately ban Pulitzer Prize-winner Joseph Lelyveld's new book about Mahatma Gandhi, *Great Soul: Mahatma Gandhi and His Struggle with India*, following reviews saying it hinted that Gandhi had a homosexual relationship. Lelyveld says his work is being misinterpreted.—*Associated Press, Mar. 30.*

PHILIPPINES 7

A nonprofit organization has opened a small library in Quezon City that aims to give poor kids in Metro Manila free use of books and research materials. A-Book-Saya Group founder Armand Nocum said he converted the large garage of his house into a Kristiyano-Islam Peace Library where thousands of children's books and other textbooks are freely available, as are two computers for internet use. Nocum says he plans to open three more such libraries; he established the first in 2008 in Zamboanga City with 5,000 books.—*Philippine Star (Manila), May 8.*

MICRONESIA 8

Bookshelves languishing in a basement at the University of Hawaii were packed into containers April 23 destined for islands in the western Pacific. High-school textbooks were also shipped. The nonprofit Reach Out Pacific hopes the donations will improve communities in Micronesia and the Northern Marianas and thus reduce the surge of migrants to Hawaii, says REPAC President Glenn Wakai, who hopes the gifts will inspire people to stay and improve their home islands.—*Honolulu Star-Advertiser, Apr. 26.*

Privacy Worries Grow More Public

Each of us encounters more and more numerous breaches of personal privacy today, whether it's with our cellphone records, grocery-store coupons, airport scanners, or library circulation records," ALA's Office for Intellectual Freedom Director Barbara Jones asserted May 2 on OIF's Privacy and Youth blog.

The issues Jones enumerated during the second annual Choose Privacy Week, celebrated May 1–7 this year, are of heightened concern to people worldwide, as recent revelations about the data-retention capabilities of devices ranging from e-readers to cellphones underscore the growing challenge of protecting

one's privacy in an increasingly connected world.

"Cellphones Track Your Every Move, and You May Not Even Know," proclaimed the March 28 headline of a *New York Times* article that documents how Google and Apple thrive on the data that cellphone customers unwittingly provide through tracking software embedded in the devices as well as in downloaded apps. "You have to hand over your personal privacy to be part of the 21st century," Electronic Frontier Foundation (EFF) attorney Kevin Bankston told the *Times*.

Ironically, awareness is spreading just as some libraries are beginning to consider accepting a digitized

library-card barcode on patrons' smartphones as adequate identification for borrowing materials and other transactions, much as some retail chains honor digital affinity-card barcodes (*AL*, Jan./Feb., p. 31). But what personally identifying information stored by a library might be vulnerable to data mining by third parties unbeknownst to the patron or the library?

The privacy minefield embedded in smartphones and tablets, which are reported to archive at least six months of location and commercial-transaction data, was the subject of a U.S. Senate hearing May 10 by the newly formed Judiciary Subcommittee on Privacy, Technology, and the

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Law. The hearing was prompted by press reports elaborating on the *Times* exposé about the sub-rosa data collection being done by mobile devices as well as Sony's PlayStation 3.

Noting that GPS technology enables emergency responders "to locate a crash victim in a matter of seconds," subcommittee chair Sen. Al Franken (D-Minn.) added such data "is not necessarily information all of us want to share all the time with the entire world."

Some brands of e-readers have also been found to share data with third parties about users' e-book purchases and in some instances how many e-pages they seem to have read, according to EFF's "2010 E-Book Buyer's Guide to E-books." The comparison of e-readers' privacy features notes that Amazon's Kindle "may also keep track of [electronic] annotations," which could constitute a stumbling block for the library profession in offering Kindle e-books to patrons through a new partnership between Amazon and digital-materials distributor OverDrive.

With so many chinks in individuals' privacy armor, how can libraries most effectively help patrons defend against such a digital onslaught?

Teach the children well

At an invitational Conference on Privacy and Youth, held March 24–25 in Chicago by OIF as a precursor to Choose Privacy Week, some 50 librarians, privacy advocates, educators, authors, artists, and policy experts gathered to discuss the work they are doing to engage and educate young people in privacy protection so that they can make informed choices about the information they make publicly available.

The best way to protect young people from online predators and data miners, argued London-based blogger, science-fiction author, and digital-rights champion Cory Doctorow via Skype, lies in network ed-

ucation and making libraries "islands of anonymity and encryption" in which you can learn how to jailbreak every electronic device. Because librarians speak "with enormous moral authority," Doctorow sees the profession as "perfectly positioned" to build a body of knowledge about the inefficacy of censorware and uncover through FOIA requests how some surveillance firms commoditize the data they amass. Then, he recommended, present the findings to local governing authorities and get them to spend the money on education and library collections instead.

"We need to make sure young people understand that if a product is free, it generally means *they* are the product—their personal information is being traded in exchange for 'free' tools or services," Frances Jacobson Harris posted May 6 on OIF's Privacy and Youth blog. School librarian at the University of Illinois at Urbana-Champaign's University Laboratory High School, Harris reiterated what many attendees took away from the conference: "Simply lecturing young people about privacy could only be counterproductive. Instead, they should be given opportunities to talk to one another directly, share their stories (personal stories can be so powerful!), and create their own vocabulary around the issue."

Legal aids

Several bills have been introduced this year that are starting points toward reining in the trend toward commoditizing individuals' personal information, which, if enacted, would solve several ethics dilemmas for librarians.

■ California State Sen. Leland Yee

has introduced the Reader Privacy Act of 2011, which would extend state law protecting library records by mandating that any entity seeking access to someone's bookstore purchases or electronic reading records would need a warrant or a court order. "California should be a leader in ensuring that upgraded technology does not mean downgraded privacy," Valerie Small Navarro, legal advocate for the American Civil Liberties Union of California, said March 30

"We need to make sure young people understand that if an [online] product is free, it generally means they are the product."

Frances Jacobson Harris

when SB 602 was introduced. "We should be able to read about anything from politics to religion to health without worrying that the government might be looking over our shoulder."

■ At the federal level, U.S. Sen. Jay Rockefeller (D-

W. Va.) introduced May 9 the Do Not Track Online Act of 2011, which would require for-profit groups to honor adults' requests to be opted out of third-party dissemination of their online decisions. Sen. Rockefeller described the bill as "a simple, straightforward way for people to stop companies from tracking their movements online."

■ On May 13, Reps. Edward J. Markey (D-Mass.) and Joe Barton (R-Tex.) introduced a bill that would prohibit companies from tracking anyone younger than 18 without express parental approval. Additionally it would enable parents to delete information already collected online about their youngsters.

■ The U.S. Department of Education is seeking to tighten the Family Educational Rights and Privacy Act so students' data cannot move beyond the third parties that contracted with school districts or state or federal agencies to analyze personally identifiable information.

—Beverly Goldberg

Keeping Library Digitization Legal

The ability to digitize hard copies, the proliferation of born-digital content, and increased access to online distribution hold the promise of improved access to library materials. Despite these advances, the legal issues surrounding collections increasingly hinder libraries and archives in providing this access. This hurdle can be overcome by a mixture of good policy, careful action, a reliance on the protections afforded to libraries and archives by the law, and a healthy attitude toward working with lawyers or general counsel.

Hesitant? You're not alone

Technology has vastly outpaced both the law and digital librarianship. Any library with a good scanner and some staff hours can make high-quality digital copies for online distribution or provide patrons a place to comment on and discuss materials online. Many libraries don't, though, because they are unsure whether they can legally do so.

This isn't really their fault. Copyright law is unclear, and there is a massive amount of misleading or outright incorrect information available online. With the law incomprehensible and the perceived penalties for missteps so extreme (millions of dollars for downloading songs, anyone?) it's no wonder some libraries are hesitant to move forward with their projects.

To help fix this problem, libraries need a simple plan to enable them to make aggressive, full, and legal use of their collections. The following steps will, if followed, take your library a long way into the digital future:

1. Arm yourself with an under-

standing of the basic law. Yes, the law is confusing, but there are some basic principles you should be aware of. Librarians including Ken Crews, Mary Minow, and Kevin Smith have published extensively on this subject and provide invaluable insight into the legal complexities of digital librarianship.

At the very least, you should be familiar with the rights and responsibilities laid out in the Copyright Act, with particular emphasis on



Section 106, which lists the rights that copyright provides to creators; 107, which lays out the fair use limits to those rights; and 108, which gives libraries even more rights to use copyrighted works. Crews, Minow, and Smith have written some excellent introductory material on the law, and becoming familiar with their work will do wonders for your legal knowledge. Copyright law is extremely difficult to understand, but developing at least a basic understanding of the law will help you plan your project, assemble good facts (more on these below), and effectively make use of the protections provided to you under the U.S. code.

2. Surround yourself with good facts. You already have a general understanding of what good facts are. Activities at one or another end of the spectrum are pretty clearly recognizable. It doesn't take a lawyer to realize that fighting an elderly customer over a \$20,000 medical settlement after you burned her with scalding hot coffee is a battle in which you are unlikely to prevail. Similarly, no plaintiff wants to haul a veteran librarian onto the witness stand and grill him about his reasonable belief that making copies of a scientific journal was fair use.

Libraries serve one of the main goals of copyright law, as they clearly "promote the progress of science and the useful arts." Society gives authors a limited monopoly on the things they create, but also retains a healthy slate of rights. Libraries can and should be confident that they can make full use of these rights. Showing respect for the law, both as a limitation and an empowerment, places the library in its strongest position with respect to the law.

3. Carefully plan your project. Understand what it is you want to accomplish. Know where your strengths as an organization lie and work to make full use of them. It might help to take an internal inventory to see where you can make the best contribution.

Does your collection have a special focus? Make use of it. Do you have access to rare and hard-to-find books? Start there. Different libraries will have different strategies as well. A public library's mission and expertise are different from those of a specialty library at a research university. Working to your strengths and having a well-planned project

Hello, My Name is Enterprise Discovery



Alex Basa

Senior Software Engineer

SirsiDynix staff since 1998

Alex Basa began programming for SirsiDynix right out of college and proudly declares that he'll be a SirsiDynix "lifer." This isn't surprising given his high engagement in fast-track products — he's been involved with the SirsiDynix discovery and digital asset management team almost since day one.

"It's energizing to adapt and predict where things are going next. With so much added functionality in this new Enterprise release, I think a lot of our customers will get exactly what they're looking for and more."

New developments aside, Alex says he's most impressed with the underlying Discovery Web Services platform, providing endless flexibility to library customers. "You really can build it exactly the way you want. That's powerful."





SirsiDynix Enterprise® discovery engineers work with the SirsiDynix Web Services, mobile and ILS development teams to provide the most open, flexible and advanced discovery experience for library users. Most importantly, they work alongside customers to make sure that each Enterprise discovery experience provides just what the library user is looking for — better search results, personalized content, and access to resources however and wherever users want it.



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will help you avoid sloppy mistakes that may put you in jeopardy. Knowing where you are going is important when you're trying to make full legal use of your collections. And finally, having a good plan at the outset will make it far easier for you to create good facts to use to your advantage and help you immeasurably as you try to work within the law.

4. Finally, remember that—hard as it may be to believe—copyright law can be your friend. Whole sec-

tions of the law are dedicated to giving you rights; get to know Sections 107 and 108 and feel free to rely on the protections they provide you.

Much of the “progressive” nonlegal literature presents copyright law as an obstacle that must be overcome, and while there is a kernel of truth there, it misses and minimizes the real protections that copyright law provides. By seeing the law as something to work with, and not to

struggle against, you turn potential problems into opportunities.

A healthy attitude toward copyright is helpful if and when you interact with legal professionals. Treating lawyers and the law with respect will contribute to your success. Lawyers are trained to find problems—it's called “issue spotting,” and it's pretty much the basis of every law-school exam. So it's no surprise that most people complain that lawyers always say “no” to forward-thinking or complicated projects.

But you don't have to stop at that first “no” if you happen to get one. Think of it as an opening offer, and work from there. Many times, that “no” can be converted into a “yes” with only a small amount of effort on your—and your counsel's—part. At the very least, you could lay the groundwork for your next project.

Putting it all together

Overall, you can relax a bit about legal issues. While there have been a lot of high-profile lawsuits with massive amounts of money in damages at stake, you are most likely not going to be the target of one of them. Libraries have solid legal protection to undertake well-planned projects, possess a great amount of social and political capital, and enjoy widespread popular support; you are essentially overflowing with potential good facts.

If you take reasonable and informed steps toward making more liberal uses of your collections, you will be able to proceed farther than you might think. There is so much potential for expanding access to information in this new digital age. It's exciting to think how libraries can and will lead the way.

—Bobby Glushko, associate librarian, University of Michigan Library Copyright Office

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Have we met?

I am a Library Director with an MLIS and 11 years of experience.

I believe that the most important piece of plastic you carry is your library card.

I am passionate about the ALA Library Bill of Rights.

I am LSSI.

Barbara Wolfe
City Librarian
The City of Camarillo Public Library
Camarillo, CA

I put my ethics first.

I passionately believe that libraries are the cornerstone of democracy and value their role in providing opportunities for an informed citizenry. This belief underscores the basis of every collection development decision, staff training opportunity and expansion idea for library programs and services.

Like you, I initially had reservations about working for a private library management company. Would I be asked to compromise my professional ethics when I agreed to work for LSSI?

After four years with LSSI as my employer, here is what I know. I have both the support and independence to direct this library toward the very best library it can be.

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What exactly does it mean for a public librarian to be working for a private company?

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How the World Sees Us

“Glam culture is ultimately rooted in obsession, and those of us who are truly devoted and loyal to the lifestyle of glamour are masters of its history. Or, to put it more elegantly, we are librarians. . . . So dear critics and bullies: Get your library cards out, because I’m about to do a reading.”

LADY GAGA, declaring her librarianness in “From the Desk of Lady Gaga,” *V* magazine, Summer 2011.

“What libraries teach kids from both sides of the tracks is that they matter, because you can take out the exact same book that the kid whose father drops him off in the Lexus can take out. There are some things that are worth paying a few extra tax dollars for.”

Mystery writer DENNIS LEHANE, explaining to several hundred fans at a “One Book, One Town” event cosponsored by the Sharon (Mass.) Public Library why “in certain circles, I’m considered a very hard ‘get’—except for libraries,” in “Lehane Speaks Volumes about Love of Libraries,” *Sharon (Mass.) Patch*, April 3.



The April 3 episode of *American Dad* contains what may be two first-ever images: a library card cutting cocaine, followed by a CIA employee badge.

“Enter a library, and we lose our hard surfaces and become porous, like paper waiting for ink. We breathe in the smell, that sweet intermingling of must and glue, and our troubles melt away. Our despair at the desk when the words wouldn’t come; our irritation at an imagined slight or a telephone that rang and rang; our sore back—all forgotten. Here, in the hush of the stacks, we can forget the day’s indignities; here, we can recover our curiosity and hope.”

SUSAN OLDING, “Library Haunting,” *Utne Reader*, March/April, an excerpt from Olding’s essay in Issue 116 of *The New Quarterly: Canadian Writers and Writing*, which won second place in *The New Quarterly’s* inaugural Edna Staebler Personal Essay Contest.

“If the library closed, clearly these porn-watching people would go outside and do something wholesome. Doy. If only there weren’t libraries, our children would never, ever see a naked person until their wedding night.”

AUDREY FERENGE, remarking on media coverage this spring about patrons viewing sexually explicit images on library computers in New York, in “Kids and Porn: Let’s Leave the Library Out of This, OK?” *The L Magazine*, May 9.

“The libraries’ most powerful asset is the conversation they provide—between books and readers, between children and parents, between individuals and the collective world.”

BELLA BATHURST, in an essay lamenting what the United Kingdom is “about to lose” from library closures forced on local government councils by federal budget cuts, “The Secret Life of Libraries,” *The Guardian (U.K.)*, May 1.

“I would rather there be a bright orange library on the inside that was built from the ‘60s than a library that looks really nice that doesn’t have any books in it.”

University of Denver freshman AKIRA ARMBRUST, reacting to news that four-fifths of the university’s Penrose Library collection will be moved to off-campus storage to make way for an academic commons, CBS-TV, Denver, May 4.

“To dump the library in the name of budget cuts is like burning down your house to save on the electric bill.”

“All Libraries Matter,” an editorial blasting local officials in the *Bergen (N.J.) Record*, March 28.

“What kid in high school is going to get anything out of the library? Seriously, you’ve got some 90-year-old reference librarian who’s going to point you to what, a *Britannica* volume to look something up? All you’ve got to do is Google. For crying out loud.”

BRIAN COOLEY, senior editor at CNET, in a “Buzz Out Loud” podcast about Kindle’s new library services, April 20.

“It’s not just like closing a gas station. The library becomes a part of the community. You close a library, you’re closing down part of the community.”

Underemployed Gary, Indiana, resident MICHAEL JENKINS, reacting to news that the Gary Public Library Board of Trustees had voted to shut down its main branch December 31 due to lack of funds, “Across the Region, Shutting the Local Library,” National Public Radio’s WBEZ in Chicago, May 10. ■

Where's *Our* Carnegie?

We need a deep-pocketed library angel for the information age

by Mark Herring

When our nation's libraries were still in their nascence, Andrew Carnegie stepped forward and infused them with financial stability, eventually giving rise to their current ubiquity. I believe it's safe to say that without his example, libraries and librarianship would never have matured as quickly as they did, or become as strong as they once were. His act of generosity enabled libraries to endure for generations.

That is, until this one.

Today, our nation's libraries are in great peril. Without a new Andrew Carnegie, and soon, we could lose them entirely.

I know I'm preaching to the choir when I say something as obvious as this. But as the great English essayist Samuel Johnson once said, "What is obvious is not always known and what is known is not always obvious."

Libraries in K–12 schools have already all but disappeared. Nationwide, public libraries, when not defending funds in peril of being gutted entirely, are cutting their hours and sometimes, tragically, closing their doors. Academic libraries are shrinking before our very eyes, a prelude to their vanishing altogether.

The web, we are told, makes libraries unnecessary. With "everything" supposedly online, the very buildings that house materials are in technology's crosshairs. The plod of progress threatens even New York City's grandest, where Patience and Fortitude sit in regal silence, a synecdoche for all libraries. Well, it's time—maybe *past* time—to roar on those lions' behalf.

Google notwithstanding, good, reliable information is only scantily present online. The bulk of trustworthiness, reliable information still resides only in aggregated databases, some of which are affordable only to libraries, since access costs literally as much as a compact car.

Oh, I can hear the clucking of tongues

from here. You think I adulate the library past simply because it's old. But my argument isn't either/or, as in either libraries or the web. It's a both-and argument. Of course the web is valuable and its usefulness extensible. But it's not ready to replace libraries now, and possibly not ever.

The web has only been around for a little over a decade, yet some are eager for it to replace libraries. Before the internet, libraries were the community centers of creativity in every hamlet in this country, drawing together the rich and the poor, entrepreneurs and literary hopefuls, amateur technicians and

would-be rocket scientists—all rubbing shoulders, all learning together. And libraries engaged in such "social networking" for millennia. If the web is to replace all libraries, can we at least wait until it reaches adolescence first?

Tweets or twaddle?

A folk singer of my youth, Joni Mitchell, once famously sang, "You don't know what you've got 'til it's gone." If technology's titans can revive the spirit of Carnegie for one more generation, we may find that frequenting libraries trumps attending the "University of Google."

Our culture is more significant than 140 characters and too big to fit on a mobile device. Culture needs room to spread out because it captures the whole of our civilization and everyone in it.

Someday we may be ready to jettison the Patience and Fortitude of our ancestors, along with the building they guard. When we are ready to do that, let's choose a worthy equal, not a popular but weak ersatz.

Perhaps it hurts the defenders of our narcissistic web-based age to hear this, but libraries have never been about you or me, or exclusively about books and magazines. What has made libraries last until now—and I hope forever—is that they are about us: the very best of us, when we shine in our shared greatness. ■



If we can revive the spirit of Carnegie for one more generation, we may find that libraries trump Google University.

MARK HERRING is library director at Winthrop University in Rock Hill, South Carolina.

WordPress as Library CMS

Free and open source technology to enhance your library's web presence

by Kyle M. L. Jones and
Polly-Alida Farrington

Engaging with library users on the web is no longer restricted to simply putting a static HTML file on a server and calling it a successful website. Yet without technical assistance and forethought, content management can be an actively complex and frustrating process.

A content management system like WordPress lets you manage your website more efficiently by separating the tasks of design and maintenance from the job of adding content. Administrative users can configure, customize, and add features to the site, while editors or contributors can add, edit, and manage their own contributions without worrying about the more technical aspects.

But defining what exactly a CMS is can be daunting. First, how do we define content? Certainly pages and blog-like posts are content, but so are link lists, calendar events, social site updates, image and video galleries, comments, and much more. Each type of content is related to its own form of authorship and maintenance. As more content features and types are added to the publishing environment, the CMS becomes more complex. Organizationally, a CMS promotes content creation by multiple authors via user roles, system permissions,

and appropriate and usable publishing interfaces.

Library website content must be viewed in much the same way as a physical collection:

- What are the user roles for staff and visitors?
- What is the content strategy for publication on it?
- How can users access it from

desktop and mobile devices?

- What is its editorial schedule?
- What information architecture and taxonomical systems are applied to its

content?

- What are its social features?

A library website, to apply S. R. Ranganathan's Fifth Law, is a growing organism and must be treated as such, especially with the complexity of web content.

Why WordPress?

In our work training library staff to use WordPress websites and building WordPress websites, we've seen what a perfect fit the CMS is for many types of libraries and educational organizations—large and small:

- It's a free, flexible, full-featured tool for building a dynamic, easy-to-navigate website.
- It's easy to get started. You can build a simple website in just a few hours.
- It allows web-based administration from any computer with an

internet connection and a browser. You're no longer tied to one computer with Dreamweaver (or an outdated version of FrontPage) on it.

- You can share the workload. Set up user accounts for anyone who will be updating the site. A number of different user statuses help you control who can publish information and who has access to the more powerful administrative features.

- It's easy to keep the content fresh. Adding a frequently updated news page is simple. News updates (posts) are automatically displayed on either the main page site or another page you specify.

- The commenting features boost communication. They encourage increased communication with your library's users while providing lots of options for thwarting spam comments.

- It's flexible and extensible. If you find yourself saying, "I wonder if WordPress can do XYZ," there's likely to be a plugin available that can help. If not, someone with some programming skills can probably create the custom plugin you need.

- It allows updating from your mobile device. With apps for various smartphones (Android, iPhone, BlackBerry) and devices like the iPad and Android tablets, updating on the go is very easy. ■

Library website content must be viewed in much the same way as a physical collection.

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A Numbers Game

The Life of an E-book

by Joseph Janes

Twenty-six is a peculiar number. Mathematically speaking, it's not that interesting; the *Penguin Dictionary of Curious and Interesting Numbers* tells us it's the sum of the digits of its cube ($26^3 = 17,576$). Yawn. Wikipedia offers the atomic number of iron, the number of Swiss cantons or Oscars won by Walt Disney, or, alarmingly, the "number of space-time dimensions in bosonic string theory."

Unless you've been living in a cave on Mars with your fingers in your ears, you know why the number 26 is of sudden concern to us. HarperCollins has announced it will magnanimously allow that many loans of its e-books before they go poof into the ether. The publisher must have calculated that that was the point at which its marginal profit per "copy" dropped beyond an acceptable limit, or was the rough equivalent of the number of loans a physical copy of a book could sustain. Or, HarperCollins made it up.

I'll leave it to others to opine and speculate on the mercantile vs. ethical aspects of this public relations gem; instead let's think about why this has riled people up so much. Sure, it's a shocker; the only other time I can remember publishers

wanting to come to the library to pull stuff back was that government-document-reclassification foofah in 2006 (*AL*, June/July 2006, p. 16). Typically, publishers want their stuff read, or maybe that's a hopelessly old-fashioned perspective.

Basically, we don't like to be told what to do, or how to manage our stuff. There's the rub, though; it's

not really our stuff any longer. It's theirs, and they're just letting us use it access-it pay for it, for a while.

In November 2005 ("From the Other Side of the Rubicon"),

I wrote: "To be honest, as we all know, it's not like we really have a choice any more," making the point that librarianship necessarily involved the internet and that there was no going back. One could now say much the same about licensed access to databases, journals, and, apparently, e-books. It's clear what we have gained: broader accessibility, greater reach, more use. We also can cast a wan glance over our professional shoulder with nostalgia, wistfulness, and a tinge of regret for what we had when we bought stuff, owned it, kept it safe, and doled it out.

The HarperCollins announcement (and Amazon's booting of Lendle only to subsequently contract with OverDrive) is at once a banal business decision and a pro-

found marker in our ongoing relationship with works of creation. The text of *The Merry Wives of Windsor* that sits on my shelf is the same one that the first Queen Elizabeth saw performed around 1601 and that her namesake has no doubt read, along with Dickens and Swift and the Brontës and Orwell.

Uncharted territory

Now, without the apparatus of the Ministry of Truth, we can no longer be so sure. Books aren't necessarily what are sold, they are what they are as of today. The bowdlerization of *The Adventures of Huckleberry Finn* is a mere hint—what if that had been published as an authoritative version and nobody even knew it? Or noticed? Or cared?

So yes, it's about the money—as it's been since Gutenberg—though this time it's also about the works themselves and who gets to be in charge of what they are, when, for whom, and for how much. Uncharted territory, this side of the river.

We all know that 26 is also the number of letters in the alphabet, miles in a marathon, and half a deck of cards. Must . . . resist . . . temptation . . . to end with half-baked "running a marathon/playing with half a deck" reference. . . . Now if the number in question were 42, it'd make some literary sense . . . but that's another story. ■

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We don't like to be told how to manage our stuff. There's the rub, though; it's not really our stuff any longer.

Too Much Information?

Navigating the privacy-expectation continuum

by Meredith Farkas

I have many friends who use the mobile location-based networking site Foursquare to broadcast exactly where they are at various points during their day using the GPS on their phone.

In my Twitter feed, I see posts stating that one friend is at a conference, another is out to lunch, and another is at the grocery store.

With all due respect to those friends, not only can I not envision who would want to know that I'm at the grocery store, but I don't think I'd want the world to know where I am at all times. The universe of what I am comfortable sharing doesn't extend that far.

Some might argue that we're in a post-privacy world, but I've seen the opposite end of the spectrum as well. I've had students in my Web 2.0 class at San José State University's School of Library and Information Science who are unwilling to create an account on Facebook because they are concerned about sharing any personal information online.

I also know people who are happy to share information about themselves online, but never post anything about their children. The continuum of comfort with sharing online is vast, and the people I know represent just about every point on that continuum.

Social media has rapidly blurred the boundaries between private and public, but we live in a world where people have widely varying expectations of and desires for privacy.

There is no right or wrong in people's comfort with sharing. Problems emerge, however, when our lives collide at conferences, in the library, and in social situations. In those moments, the person who broadcasts every aspect of his or her life, which others are certainly a part of, might just violate the privacy of someone in a very different place on that sharing continuum.

At ALA Midwinter, a board member set up a video and audio stream of the Library and Information Technology Association's board meeting. It was an open meeting, of course, but a number of participants were uncomfortable with video streaming for a variety of reasons (privacy, the fact that it had not been discussed in advance, etc.) and the stream was shut down. While I am a vigorous advocate of open meetings being made accessible to members who cannot afford to attend conferences, I also agree that this should be done with the knowledge of everyone who will be attending those meetings so they can make an informed decision regarding their participation.

Librarians have always had a role in protecting the privacy of their patrons—sometimes even going to court over it. As our libraries have moved into the social media world,



Privacy is not dead, and certainly not when it comes to the relationship between a library and its patrons.

so have our responsibilities to protect patron privacy. Libraries are sharing pictures of events on Flickr, asking patrons to comment on blogs and

Facebook pages, and using third-party sites to extend their reach. It's important that libraries protect the privacy of their patrons in these spaces, both by examining the privacy policies of any sites they're using that patrons might contribute to and by educating patrons about online privacy. Our educational role is especially valuable when working with teens who may not understand the long-term consequences of posting sensitive information about themselves online.

In spite of what Mark Zuckerberg of Facebook may say, privacy is not dead, and certainly not when it comes to the relationship between a library and its patrons. Life would certainly be easier if we all had the same boundaries when it comes to sharing information online, but in the complex social media environment we all navigate, we must strive to be cognizant and respectful of the boundaries of others. ■

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The television talk-show host and media mogul has championed books and libraries

Reading for Life: Oprah Winfrey

By Leonard Kniffel



“I don’t believe in failure,” Oprah Winfrey has said, and when you talk about celebrities who inspire reading, who among them has had more of an impact on American reading habits than this extraordinary television talk-show host? The ways Oprah Winfrey has supported the programs, the mission, and the success of libraries in the United States are legion.

Librarians have been connected to Oprah’s Book Club since its inception in 1996. Publishers of the chosen titles have sent approximately 10,000 copies of each Oprah-selected book to some 3,560 public and high school libraries and other institutional members of the American Library Association. Depending on its size, each library receives up to five copies. The publishers of Oprah’s Book Club selections have distributed more than 600,000 free books to member libraries. Winfrey has made this distribution a central part of her book club, providing libraries across the country with new ways to increase the circulation of good books.

Oprah’s Book Club spawned new interest in reading discussion groups and rocketed every selection to the top of bestseller lists. *The Oprah Winfrey Show* boosted sales for each title from thousands to hundreds of thousands or, in many cases, millions.

A world to conquer

From a childhood of abuse in a home with no electricity or running water, Winfrey became one of the most influential people in history as host of a television show that has reached more than 40 million Americans every week and millions more in 148 countries. By age 49 she was a self-made billionaire, ruling a vast entertainment and communications empire and symbolizing what an ambitious individual could achieve in America.

“Books were my path to personal freedom,” Winfrey has said. “I learned to read at age 3 and soon discovered there was a whole world to conquer that went beyond our farm in Mississippi.” She credits her father with understanding the value of education: “Because of his respect for education and my stepmother’s respect for education, every single week of my life that I lived with them I had to read library books and that was the beginning of the book

club. Who knew? But I was reading books and had to do book reports in my own house. Now, at 9 years old, nobody wants to have to do book reports in addition to what the school is asking you to do, but my father’s insistence that education was the open door to freedom is what allows me to stand here today a free woman.”

By noting on her television show in August 2000 that, according to *Good Housekeeping*, 77% of elementary-school teachers say that children return to school reading below or at the same level because they just have been out of practice, Winfrey boosted summer reading. Saying that too many kids “really are taking the summer off,” she suggested that to encourage a young reader, “you have to insist on 15–30 minutes every day to read. You just do.” Winfrey credited her stepmother with having done so. “We would go to the library and would draw books every two weeks. I would take out five books, and I would have a little reading time every day. That’s what encouraged me to become a great reader. But you have to do that with your children, and your children need to see you reading.”

Winfrey said that it is not enough to simply tell children to read but never have books in the house. “You make a field trip of a day to the library and make a big deal out of getting your own library card,” she advised. “And make sure you have books available at home to read. Have your child read aloud so that you can gauge their progress. That’s another good thing to do. And try to get them hooked on a favorite author or a series, like when I was a girl it was *Strawberry Girl* by Lois Lenski and that whole [regional United States] series by Lois Lenski.”

In 2008, ALA’s Association for Library Service to Children collaborated with *The Oprah Winfrey Show* to provide a Kids’ Reading List that is divided into five age groups (0–2, 3–5, 6–9, 10–12, and 12 and up). Each group contains an annotated bibliography of librarian-recommended



Freedom author Jonathan Franzen and Oprah Winfrey talk about his bestselling novel in the December 6, 2010, “After the Show” segment of that day’s talk-show taping. Devoting quality time to discussing the substance of Oprah’s Book Club selections and the author’s creative process was a hallmark of the nationwide book club experience that Winfrey has nurtured.

reading. The website also provides a list of ways to make reading fun for kids and other helpful tips for parents.

“By teaming up with Oprah’s Book Club, we’re able to connect with a wide range of people we may not have reached otherwise. Whether children come into our library or are given a book from our recommended reading list, we are helping our youngest and most important patrons,” said librarian Pat Scales, who helped create the Kids’ Reading List.

Honoring commitment

In 1997 at its Annual Conference in San Francisco, ALA bestowed its highest award on Winfrey, Honorary Membership for life. The honoree was unable to accept the award in person because she was in production with her film *Beloved*, but she sent a statement of gratitude that was read during the opening session. “I am delighted that the American Library Association wishes to bestow an Honorary Membership upon me,” Winfrey said. Wishing the Association “continued success,” she added, “Know that I appreciate you thinking of me.”

The award citation reads: “Oprah Winfrey, through her Book Club, has done more to revitalize and promote the importance of reading among American citizens than any other public figure in recent times. Through libraries, she

“I had big dreams at a time when being a Negro child you weren’t supposed to dream big. I dreamed anyway. Books did that for me. . . . I knew that there was possibility for me.”

has helped make books available free of charge to many who might not have been able to purchase their own copies. She has refocused attention on the important role of the library in the community.”

In 2004 Winfrey accepted the United Nations Association of the United States of America Global Humanitarian Award, saying: “As a young girl in Mississippi, I had big dreams at a time when being a Negro child you weren’t supposed to dream big. I dreamed anyway. Books did that for me. Books allowed me to see a world beyond the front porch of my grandmother’s shotgun house and gave me the power to see possibilities beyond what was allowed at the time: beyond economic and social realities, beyond classrooms with no books and unqualified teachers, beyond false beliefs and prejudice that veiled the minds of so many men and women of the time. For me, those dreams started when I heard the stories of my rich heritage. When I read about Sojourner Truth and Harriet Tubman and Mary McLeod Bethune and Frederick Douglass, I knew that there was possibility for me.”

Winfrey has also been a champion of intellectual freedom and journalistic integrity. In 2008, when the superintendent of schools in Loudoun County, Virginia, decided to remove from general circulation *And Tango Makes Three*, an award-winning children’s book by Peter Parnell and Justin Richardson about two male penguins hatching and parenting a baby chick, Winfrey criticized the removal on her show.

In 2006, Winfrey’s on-air scolding of author James Frey for falsifying sections of his 2005 book *A Million Little Pieces* made television history, forcing him to admit that portions of the Oprah’s Book Club selection—a wrenching memoir about addiction—were complete fiction. Scheduled to be interviewed onstage at the 2008 ALA Annual Conference in Anaheim, California, Frey cancelled at the last minute, but the whole controversy had created a call to action for the publishing industry.

On the October 26, 2005, episode of *The Oprah Winfrey Show*, it was announced that ALA was the recipient of an Oprah’s Angel Network Book Club Award of \$50,000 to support the Great Stories Club, a national reading and discussion program of ALA’s Public Programs Office and Young Adult Library Services Association. Two years later, Oprah’s Angel Network awarded the Great Stories Club \$300,000 more. The new funding allows the program to continue through September 2011 (a few months after *The*

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Oprah Winfrey Show comes to an end), reach 700 libraries, and distribute more than 20,000 new books to teens.

“We’re pleased to provide additional funding to the ALA Great Stories Club,” Caren Yanis, then-executive director of Oprah’s Angel Network, said at the time. “We’re inspired that this program not only provides meaningful books to at-risk and underserved youth, but also that it addresses the importance of creating opportunities for these young people to share and discuss their own stories with their peers. As a result of this program, we look forward to seeing many more young people positively impacted by their involvement with reading and libraries.”

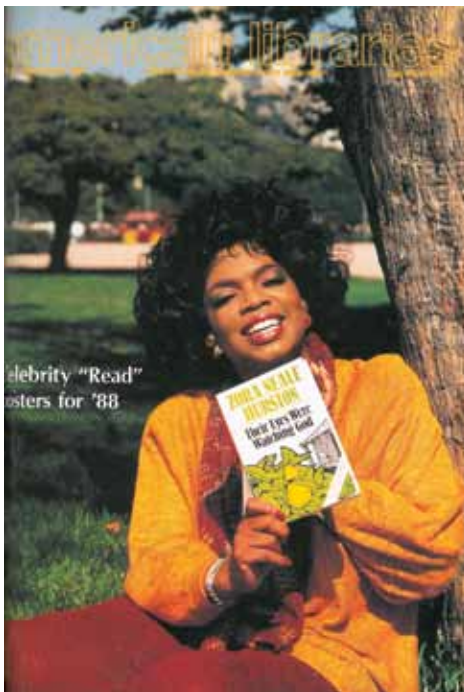
Of the Great Stories Club, 2006–2007 ALA President Loriene Roy said, “Many teens owned or read a book from cover to cover for the first time because of this program, which created new community partnerships and provided service to an overlooked, under-resourced group of young readers.”

An angel on two continents

On January 2, 2007, celebrities lined up in the small town of Henley-on-Klip, in the Gauteng province of South Africa, to back Winfrey as she opened her new \$40-million Leadership Academy for Girls. Designed to raise girls from poverty to positions of leadership, the academy is equipped with a state-of-the-art library whose collection includes personally inscribed books from opening-day guests such as Sidney Poitier, Tina Turner, Mariah Carey, Mary J. Blige, Chris Rock, and Spike Lee. Built on a 52-acre campus, the 28-building complex also includes computer and science labs, a theater, and a wellness center.

The year before, Winfrey had handpicked the first two classes of 7th- and 8th-grade students who were to attend the Leadership Academy. To qualify, the girls had to come from households with a monthly income of not more than 5,000 rand (about \$787 U.S.) and to have exhibited academic talent and leadership ability in their communities.

Nelson Mandela, whom Winfrey credited with inspiring her to build the school, attended the opening ceremony. The anti-apartheid leader who became South Africa’s first democratically elected president in 1994 told Winfrey, “This is not a distant donation but a project that clearly



Oprah Winfrey, holding Zora Neale Hurston’s *Their Eyes Were Watching God*, graces the November 1987 cover of *American Libraries* as a preeminent example of that year’s crop of celebrities to appear on an ALA READ poster. The photo shoot took place in Chicago’s Grant Park.

lies close to your heart.” The school enables poor children in grades 7 through 12 from all over South Africa to attain an education that would otherwise be impossible.

“These girls deserve to be surrounded by beauty, and beauty does inspire,” Winfrey told *Newsweek*. “I wanted this to be a place of honor for them because these girls have never been treated with kindness. They’ve never been told they are pretty or have wonderful dimples. I wanted to hear those things as a child.”

“When you educate a woman, you set her free,” Winfrey has said. “Had I not had books and education in Mississippi, I would have believed that’s all there was.”

In 1987, years before she started her book club but already the star of the number-one talk show on television, Winfrey posed for an ALA READ poster, which also made the November cover of *American Libraries*. Winfrey posed for the

photograph on a sunny day in Chicago’s Grant Park with her “all-time favorite book,” *Their Eyes Were Watching God* by Zora Neale Hurston. She said at the time that she read five books a week to prepare for her show, and that her “passion” was browsing in bookstores, “looking for the right book, the one you can’t put down.”

Winfrey’s Harpo Films has produced projects based on classic and contemporary literature—just another way she has brought great works to the attention of a viewing audience, many of whom often then go back to read the book. In addition to *Beloved*, telefilms under the “Oprah Winfrey Presents” banner have included adaptations of Mitch Albom’s *Tuesdays with Morrie* and Hurston’s *Their Eyes Were Watching God*.

“When I was a kid and the other kids were home watching *Leave It to Beaver*,” Winfrey has said, “my father and stepmother were marching me off to the library.” She put it this way: “Getting my library card was like citizenship; it was like American citizenship.” ■



LEONARD KNIFFEL is publisher of the @ your library website at the American Library Association. He was on the editorial staff of *American Libraries* from 1988 to January 2011, the last 14 years as editor in chief. This article is adapted from his new book *Reading with the Stars: A Celebration of Books and Libraries*, copublished in April by ALA Editions and Skyhorse Publishing.

Facebook



for Libraries

It's easy to use social media's most popular tool to connect with your community

by David Lee King

Today, I spent part of the day connecting with people. I complained about a silly election video, chatted with a college friend about a band, and put some finishing touches on plans for a conference taking place at the library.

I did all this through Facebook. These days, it seems like everyone has a Facebook account. Quite a few of my professional colleagues and most of my family have Facebook accounts. Nationally, I'm a bit ahead of the curve: Approximately 41% of the U.S. population has a personal Facebook profile, according to a 2010 study from Edison Research. According to Wikipedia, 50% of those Facebook users actually log into their Facebook accounts every day. Total Facebook population? Globally, over 600 million of us currently use Facebook, MSNBC reported in January, and most of them interact every day with an average of 130 Facebook friends and acquaintances.

Think about that for a second. What library wouldn't love to have a direct, free line to potentially 41% of your community's ears? Keep in mind, these people could be connected to another 130 people in your community. That's a lot of free communication!

So, stake a claim in this digital land and create a Facebook Page for your library. Here's how to set up a Facebook account, and how to use it to connect with your community.

Setting it up

First things first: If you are one of the 59% of Americans who have not yet opened a personal Facebook account, I recommend that you create a personal Facebook profile for yourself before setting up an organizational Facebook Page for your library. Think of it as your entrance ticket to all things Facebook.

That Facebook profile can be real or fake (although, if you set up a fake profile, and Facebook discovers it, your account will be deleted). It's best to set up a real, live, personal account of your very own; you'll find it useful for other things than just setting up a Facebook Page for your library.

Once you've created a Facebook profile for yourself, you can start working on an organizational Facebook Page. This part is easy—simply go to www.facebook.com/pages/ and click the "Create Page" button. Voila! You have a new Facebook Page.

Actually, it's not quite that easy. There is some information you have to add first. You have to provide the name of your organization and pick an organization "type." Facebook doesn't provide many choices here. Your best bets are "government" or "nonprofit," which are both located in the "company, organization, or institution" pull-down menu. Make sure to check the box marked "I'm the official

representative of this person, business, band, or product and have permission to create this Page."

After you have gathered 25 fans, you can create a unique username and shortened URL for your library's Facebook Page. Most likely, you'll want to shorten your library's name. For example, my library's official name is Topeka and Shawnee County Public Library. We frequently shorten that online to TopekaLibrary. So, our Facebook Page URL is www.facebook.com/topekalibrary—short and simple.

After you've filled out all the introductory information, like your address, phone number, hours, etc., then stop. Before you do much more to your fledgling Facebook Page, you need to figure out a couple of things:

- Who will do the work of the Page, like posting updates?
- Who will answer questions?
- Will you use the Events section of the account? If so, who will post events?
- How often will you post updates? Who keeps track of user names and passwords?

Figure out those practical details, and also create some one-year goals for your Facebook presence. Goals can include how many status updates you plan to post per day/week or how many fans you want. You can also discuss more difficult issues, like what types of content you will post and which specific audience will be your focus.

Next steps

Once your library's Facebook Page is created, you can start thinking about how you might customize the library's Facebook presence for your customers.

First, gather your Facebook team. It's a good idea to have more than one person manage your Facebook Page. Why? The goal with a Facebook Page is to start and continue conversations about your staff and your stuff—and conversations require responses. Monitoring conversations and creating responses when needed are best handled by more than one person, so you can adequately cover the day's interactions. On another level, it allows you to spread out the work ... and the fun.

Once your Facebook team is established, they can look at those one-year goals and figure out the best way to meet them. Maybe you decided you want pictures and videos of library events on the Page. Great! There's an easy way to connect your library's Flickr and YouTube accounts to your

FANBASE TO THE RESCUE

BY ERIC T. POULIN

While much has been written recently about using Facebook as a promotional tool for libraries and librarians, opinions vary widely on Facebook's effectiveness in reaching library users. It's indisputable, though, that Facebook can successfully promote advocacy on behalf of library-related issues, based on the creation of a Facebook Page that generated community awareness in western Massachusetts last year about an impending merger of a half-dozen local library systems. The We Love Western Mass Libraries Facebook Page was able to promote positive advocacy in response.

For the last 12 years, the state-funded Massachusetts Board of Library Commissioners (MBLC) funded six individual regional library systems to serve libraries statewide through delivery of materials, interlibrary loan, cooperative purchasing, continuing education and training for librarians, and many other support services. But tremendous state budget cutbacks made it clear that these highly successful systems would have to be restructured to create a financially sustainable model.

In December 2009 five of the six regions voted for one centralized statewide structure with small satellite offices. But representatives of the 50-year-old Western Massachusetts Regional Library System (WMRLS), with the state's smallest and most remote libraries, favored consolidating into three regions, fearing that having one centralized entity would provide a disproportionate level of service to the more populous eastern part of the state.

A transition team with representatives from each of the six existing regions worked under a news blackout to develop the new centralized Massachusetts Library System (MLS). Speculation ran high that the group's report would dismantle the western region.

Meanwhile, in mid-March, Liz Castro, a library patron, author, and homeschooling mother, created the We Love Western Mass Libraries Facebook Page. Although it had no stated agenda, it swelled to over 1,000 fans in about 2½ weeks and became a forum for area library boosters to vent their frustration and to organize and advocate for the preservation of WMRLS.

Through the Facebook Page, library users and staff

across the western part of the state launched a letter-writing campaign that—almost overnight—inundated MBLC with the grave concerns of many library users who had had no voice in the process. In an attempt to dispel their fears, MBLC Chairman George Comeau quickly “friended” the We Love Western Mass Libraries page and began contributing regularly to the discussions. Many western-region state senators and representatives joined the page as well in support.

Organized demonstrations were also promoted via the page, which drew traditional media to pick up on the story of an outraged library community; TV station WWLP covered the report presentation at the April 1 MBLC meeting, which was moved to Chicopee Public Library in response to the outcry. The report confirmed westerners' fears: It recommended that MLS headquarters be located in the Boston area. Public comments lasted several hours, as countless users and librarians from the western region

condemned the proposal.

Using the We Love Western Mass Libraries page as an organizing base, Lisa Wenner, director of the Meekins Library in tiny rural Williamsburg, drafted a letter to Gov. Deval Patrick, members of the legislature, and members of MBLC. The letter, cosigned by 142 directors of area public, school, academic, and special libraries, made a clear and passionate case for maintaining the current regional library system, imploring officials to look past the “one size fits all” model.

On April 29, the state House released an amendment calling for maintaining two regional library systems—one to serve the western half of the state and one to serve the eastern half. But, because the amendment did not address the budget cuts that originally prompted the consolidation, it was dropped. However, a Senate compromise assured a satellite MLS office in western Massachusetts, which put to rest fears of western librarians for the time being; given the dire fiscal reality, the end result was the best-case scenario.

This episode demonstrates how social media can raise awareness and spark advocacy on behalf of crucial issues surrounding our libraries.



ERIC T. POULIN is coordinator of library services at Greenfield (Mass.) Community College.

Facebook Page via status updates. That way, when you post a new video in YouTube, a link also appears on your Facebook Wall and gets sent to all your Facebook followers.

This can be done with pretty much any type of content that has an RSS feed: your library's blog, Twitter account, etc. The hard part isn't setting up automatic posting updates; it's figuring out what to share and what not to share.

For example, ask yourself questions such as: "Do I want to send all my library's tweets to Facebook, or just some of them?" Both are easy to do—it really depends on who your Facebook users are.

Same thing with events. If your library doesn't already have an events calendar, Facebook Events can fill that need. If you already have a way to share events on your website, you might decide to pick and choose, and only post some to Facebook Events.

Here is the great thing about sharing content like blog

Connecting with people

In Facebook, conversation is a huge draw—it's a primary activity of most Facebook users. Rochelle Hartman, information services coordinator at La Crosse (Wis.) Public Library, agrees. At LCPL, staff members "post things designed to invite conversation. It's been a lot more successful than [our] website," Hartman tweeted.

The status update box is your main point of connection to your local Facebook crowd. Keeping your library's status updated is real work, and it takes time to do right. Toby Greenwalt of Skokie (Ill.) Public Library says "daily engagement—keeping up a steady flow of content and conversation—is key." To keep up that steady flow of content, you have to devote staff to adding content to your Facebook Page.

You also need to work on being personable online. Make sure your status updates read like something you'd say out loud. Sometimes, it helps to actually say your status updates



The goal with a Facebook Page is to start and continue conversations about your staff and your stuff—and conversations require responses, which are best handled by more than one person, so you can adequately cover the day's interactions.

posts, videos, or upcoming events via Facebook: Your Facebook followers can share that content, which will let all their Facebook friends see that update and read about it if they're interested.

I asked some of my Twitter followers what works on their library's Facebook Page. Jamie Hollier of the Colorado State Library says that during her directorship of the Delta County (Colo.) Libraries, "using Facebook to post events brought new users to events by making our users the advocates." It works like this: Let's say you post an upcoming event in Facebook as a status update. Five of your "fans" share the event. If they each have 130 Facebook friends, that information was just, in essence, forwarded to 650 more Facebook users—most of whom are likely to live in or near your community. When your library's Facebook followers share the library's content, they are acting as a type of advocate for the library by helping spread its message.

You can also focus on specific audiences. Facebook Pages have Facebook Insights—daily, weekly, and monthly statistics that provide a snapshot of your Facebook audience. This information can be used to find out just who your audience is. For example, at my library's Facebook Page, 71% of visitors are female (over 40% are ages 25–44). That tells me that we can focus on adult females and customize our content for that user group. (Maybe we already are!)

By using the power of Facebook, your library just increased its reach ... for free. Not bad!

aloud. If it's not phrased like something you would say in conversation, edit away. The more conversational you sound, the more opportunities for conversation you'll have.

Once you have figured out how to approach conversation, start asking questions. Nicole Pagowsky of the Dallas County (Tex.) Community College District's El Centro Library agrees. Colleagues in her workplace find that "asking questions [is] more successful than just making announcements," she says.

Be witty. Share really interesting stuff about your library and the information found there. For example, at Topeka Library, asking about books encourages comments. People love sharing their favorite authors, or which books they'd want if they were shipwrecked (the Bible and a book on building a sailboat from scratch were popular choices).

Give your Facebook community the content they want, and they will become your fans. Even more importantly, they'll start interacting. My guess? Get that interaction going, and your customers—the ones wanting to interact with you in Facebook Pages—will become advocates for you and your library—not only online, but in person, too. ■



DAVID LEE KING is digital branch and services manager for the Topeka and Shawnee County (Kans.) Public Library.

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One Message, One Voice

Lessons from the 1991 Rally for America's Libraries

By Richard M. Dougherty

We are all too familiar with stories about reductions in library hours, library closures, staff layoffs, canceled children's programs, and reduced materials budgets. While many readers may not remember, similar stories appeared in the media throughout the 1990–1992 recession.

As cruel as that recession was, today's recession is even worse. In the words of ALA President Roberta Stevens, our profession is confronted with a "perfect storm of escalating costs, shrinking financial resources, increased demands for service, and surging usage." For all of these reasons, now is a crucial time for all librarians to promote library advocacy.

Our advocacy efforts must convince officials that libraries are essential and critical community services. Otherwise, like other services perceived as worthwhile,

library budgets will suffer greater cuts than services seen as critical.

One of ALA's responses to the 1990s recession was to organize a "Rally for America's Libraries / Caravan on Wheels," which traveled from Atlanta to Washington, D.C., after the 1991 ALA Annual Conference. Designed to capture media attention, its objective was to encourage librarians to tell their stories to local news outlets.

How it managed to get off the ground, however, is a story in itself, and the lessons we learned then are still relevant today.

Taking action

When I became ALA President in 1990, I was focused on issues concerning reading and children, in line with my presidential theme, "Kids Who Read Succeed." I confess that I was slow in responding to the budget crises that many libraries were facing. Advocacy was simply not on my agenda.

Fortunately for me and libraries in general, Patricia Schuman was elected ALA president to succeed me and her theme was promoting library advocacy. Patricia began working with ALA's Public Information Office (PIO) to expand its ability to engage in outreach initiatives. We quickly decided to work together to improve the effectiveness of ALA's communications. One of our first steps was



Members of the rally crew, from left: John Matthews, Jack Joyce, Richard Peck, Linda Crismond, John Hilinski, Ann Symons, Joseph Boissé, Richard Dougherty, Peggy Barber, Delstene Atkinson, Linda Wallace, and in front, Jim Hines.

to enter into a contract with Susan Silk of Media Strategies in Chicago. On October 6, 1990, Patricia and I held our first meeting with Silk, Associate Executive Director for Communication Services Peggy Barber, and PIO Director Linda Wallace to plot new communication strategies for ALA—which included some serious media training for ALA presidents. That was an education in and of itself.

Our efforts got temporarily sidetracked during the 1991 ALA Midwinter Meeting in a Chicago snowstorm. The Gulf War captured the world's attention; Al Gore came to Midwinter to speak about the internet but had to begin by addressing the librarian protesters in the room who objected to his vote on the war. On the home front, funding for libraries continued to deteriorate. As I was leaving the final Council meeting, Councilor Louise Blalock grabbed me and asked plaintively: "Can't ALA do something to support libraries under duress? What are we getting for our dues? We need help!"

That conversation haunted me for months, because in my heart I believed that ALA and its leaders, including myself, were too passive. So just before the Spring 1991 Executive Board meeting, Patricia and I had dinner together and talked about the funding crisis and how we might respond. Before our food even arrived, we came up with the idea to organize a rally in conjunction with the 1991 ALA Annual Conference in Atlanta. We would use the occasion to speak out on behalf of libraries. Later, Patricia's publishing partner Jack Neal suggested we announce a "March from Atlanta" to Washington as a way to attract media attention. His idea appealed to us, because we knew that the White

House Conference on Library and Information Services was scheduled to begin just five days after the ALA conference.

We also knew that a physical march was logistically impossible—and some people hearing the word "march" might think it too politically charged with civil rights overtones, especially with an Atlanta starting point—but the idea was still seductive. Then on May 6, Sue Silk suggested that a whistle-stop tour modeled on Harry Truman's 1948 campaign train might do the trick. Instead of a train, we would substitute a bus. Sue was convinced that a combination Atlanta Rally and Bus Caravan on Wheels would be embraced by the media. Her judgment proved prophetic.

Planning the rally

May 13 signaled the beginning of a hectic and sometimes chaotic six weeks that culminated with the rally on June 29, followed by the Caravan on Wheels.

When we first broached the idea to senior ALA staff (Patricia was on speakerphone), I was met with a stony silence; you could cut the tension in the room with a knife. Midway through that meeting I was still not sure of the outcome, but Patricia and I held our ground and insisted we would push ahead with or without ALA staff support. It was a good bluff, because there was no way we could have accomplished our goals without staff support. As we sat around the table staring at one another, Chapter Relations Office Director Gerald Hodges suddenly blurted out: "We can do this, yes, we can!" It was like a dam bursting; almost immediately the staff began strategizing about what needed to be done.

The staff's initial reaction was understandable, considering that the meeting took place only a few weeks before Annual Conference; moreover, ALA's budget had also been reduced. And here we were asking staff to go



Sharing the rally stage with author Judy Blume was the unlikely combo of Democratic party activist Jesse Jackson and Georgia's conservative Republican U.S. Rep. Newt Gingrich.

into overdrive. It has always given me a great deal of satisfaction that once the decision to push ahead was made, the ALA staff moved quickly and smartly. ALA Executive Director Linda Crismond was very supportive and provided leadership at the senior level. The close relationship that was forged between PIO and Media Strategies was also critical. It was essential that we get the word out to ALA units and related library associations, organize visits to libraries along the bus route, tackle the logistics required for the rally, and connect with the media. All this had to be accomplished in a little more than six weeks.

The question of who would pay for the bus caravan quickly became a thorny issue. The ALA Executive Board declined to allocate funds for the project—no surprise, given the state of ALA's budget and the perceived risk of the project. It was disappointing and frustrating, however, that several board members actively opposed the project itself and did what they could to undermine its success.

Consequently, Patricia and I agreed to raise the money ourselves for the bus caravan. I spent a solid three weeks on the phone tracking down CEOs of library vendors and suppliers. The number of companies who stepped forward to help and become "Library Champions" was really gratifying. Thus was born the ALA Champions

program that continues to raise funds in support of library advocacy. In addition to the Champions, the ALA Endowment trustees, under the leadership of Senior Trustee Al Daub, convinced the Executive Board to use the interest earned in Spring 1991 to partially support the event. As Daub commented, "What is the purpose of the Endowment if it is not to be used to advocate for the profession?"

What occurred during the next six weeks is a separate story unto itself. The rally was widely welcomed throughout the profession, although a small circle of influential public librarians tried their best to undermine the effort. Some opposed the concept because they were fearful that it would provoke a backlash from the officials who had cut their budgets. This fear proved to be totally unfounded.

My selection of Jesse Jackson as the opening speaker for Annual Conference also raised concerns. Although largely unspoken, it was hard to ignore comparisons to the Civil Rights Movement. Although such attitudes infuriated us, we didn't want to get bogged down, so we simply ignored the naysayers and pushed ahead. We kept firmly focused on our goal to celebrate libraries, not bash politicians or get involved in partisan politics. With this in mind we took the advice of Charles Beard, a friend and influential librarian



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at West Georgia College, who suggested that we invite Newt Gingrich to join Jesse Jackson at the rally. Both politicians proved to be outstanding supporters of our cause.

The rally

The Atlanta Rally proved to be an amazing success. Outside, under a wilting southern summer sun but energized by the enthusiasm of the crowd, Patricia and I shared the podium with Jesse Jackson, Newt Gingrich, author Judy Blume, Kansas City Chiefs football star Derrick Thomas, and *Dances with Wolves* author Michael Blake. Stealing the show was Diane Francis, a student at the Adult Learning Center of the Queens Library in Jamaica, New York, who sang an original composition, “Bluffin’ It,” about how the library changed her life by teaching her how to read.

Our Caravan on Wheels was equally successful. Each of the stops between Atlanta and Washington (in South Carolina, North Carolina, Virginia, and West Virginia) attracted public officials and many library supporters. Several public officials made commitments to their libraries on the spot. Most importantly, thanks to Sue Silk and her assistant, we were met by local reporters at each stop along the way and on our arrival in Washington.

Right from the beginning, Patricia and I structured our

plans so that there would be a seamless transition from my presidency to hers. Silk correctly predicted that our efforts would create new opportunities for ALA officers to speak out. And we did. My exposure was minimal compared to what Patricia enjoyed throughout her presidency. Her success was especially satisfying because it confirmed that we were on the right track in dealing with the media.

Lessons learned

This is what Patricia and I learned from the experience and why it is relevant today.

■ **Lesson One.** Officials will support libraries if you explain how they are serving their communities. It helps if the message is reinforced by librarians at the national level.

■ **Lesson Two.** The rally garnered extensive news coverage. The diverse new media of the 21st century are also interested in the health of libraries. The trick is to find different ways to capture their attention.

■ **Lesson Three.** New ideas frequently provoke criticism and opposition. The climate for innovative ideas might be more receptive today, but it is wise to be prepared for naysayers.



■ **Lesson Four.** There is a subtle difference between media awareness and public awareness. Many of today's advocacy efforts are designed to make the public more aware of the services and programs at libraries. Our goal was to tap into major media outlets to let them help us tell our stories.

■ **Lesson Five.** It takes time to build momentum. Patricia and I were successful in part because we decided early on to work together as a team. Each president only has a limited time to pursue his or her interests. By working together with a common purpose, we gained nearly a full year to plan and carry out our advocacy efforts. If ALA presidents work together with immediate past presidents, presidents-elect, and divisional presidents on a consistent advocacy message, it will strengthen the Association's leadership role as a champion for public, school, and academic libraries.

■ **Lesson Six.** Using an outside media consultant proved quite effective. Media Strategies had experience working with TV, radio, and print media. They knew how to cut through red tape. PIO is much better prepared to conduct a media campaign today than it was 20 years ago, but we should still consider outside expertise.

■ **Lesson Seven.** The initiative must be positive and unique. Moreover, we need to speak with a single voice. This means we all must fly under the same banner with a message that embraces all types of libraries. This single message must be flexible enough to enable libraries to tailor it to fit their local needs.

Today's situation

Since the rally 20 years ago, ALA has made great strides in promoting advocacy for libraries. We now have an expanded Public Information Office and an Office for Library Advocacy. The @your library theme and the other programs carried out since 2001 by the Campaign for America's Libraries have been effective. Several programs currently supported by funds raised through the Champions program also contribute to library advocacy efforts. These include the I Love My Librarian Award, collaborative projects with *Woman's Day* magazine, and a new partnership with *Scholastic Parent and Child* magazine and the Lifetime Network for Connect with Your Kids@your library



A scene from the Rally for America's Libraries, held during the 1991 ALA Annual Conference in Atlanta. Following the conference, the rally took to the road.

public service announcements.

ALA presidents have used advocacy in their initiatives, among them Leslie Burger's "Libraries Transform Communities," Jim Rettig's "Advocacy on Behalf of All Types of Libraries," Camila Alire's "Frontline Advocacy," and Roberta Stevens's "Frontline Fundraising," "Our Authors, Our Advocates," and the Why I Need My Library contest.

These are all meritorious programs, but we need a catch phrase that continues beyond each president's term and commands the attention of the media. I still like the catch phrase we used for the Atlanta Rally: "Libraries Are Worth It." It is easy to add reasons why

libraries are worth it.

My interest in advocating for the profession was rekindled several months ago when I learned about American Association of School Librarians President Nancy Everhart's Vision Tour—her initiative to promote school libraries. Beginning in September 2010, she celebrated outstanding media centers in 35 states during her presidency. Her initiative was unique, positive, and addressed one of the country's highest priorities: education and literacy.

Here was one "voice in the wilderness" traveling by automobile and airplane, assisted by her husband, who often shared the driving. When she rented a car, Nancy slapped a Vision Tour decal on the side. Her efforts demonstrated how progressive school libraries contribute to the education of K–12 students.

The Vision Tour, which ended in New Hampshire on May 19, was, in my opinion, a superb advocacy effort that ALA and its divisions could have supported but failed to do so. It is time to commit the full array of ALA resources, including support from the Library Champions fund, and if necessary, money from the ALA Endowment fund, to a program that will focus media attention on the contributions of all types of libraries. We need to rally around one message and speak with one voice. ■



RICHARD M. DOUGHERTY is professor emeritus at the University of Michigan School of Information and served as ALA president in 1990–1991.

American Library Association would like to thank its 2010-2011 Library Champions

ALA's Library Champions program was launched by a select group of corporate and foundation supporters who joined together to advocate for libraries and the library profession. Since its inception, the Library Champions program has been a great opportunity to connect corporations and foundations with ALA's goal to raise awareness and support for libraries and librarians.

ALA's Campaign for America's Libraries and its @ your library® brand – which now supports libraries across the nation by fostering public awareness of the value and services offered by libraries – was established as a result of the impact of the Library Champions program.

The investment of our Library Champions in ALA's advocacy efforts has resulted in multiple programs that include: National Library Week, Library Card Sign-Up Month, *En Tu Bibliotheca*, and Connect with your kids @ your library. In addition, their support has enabled ALA to create public relations and marketing tool-kits and other turnkey resources that can be used by all libraries.

ALA appreciates the Library Champions' generous commitment to increasing the importance and impact of libraries as information, learning and community centers throughout the nation. To each of our Champions, thank you for supporting ALA and for making the Campaign for America's Libraries a success.

To learn more how your company can become a Library Champion and help ALA speak up and speak out on behalf of libraries, please contact the ALA Office of Development at 800-545-2433, ext. 5050, or development@ala.org.



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John Grisham supports National Library Week

As Honorary Chair, well-known author John Grisham appeared in a print public service announcement promoting National Library Week. The announcements, developed by the American Library Association's *Campaign for America's Libraries*, were placed in magazines and online throughout the spring. ALA also offered free customization of the PSA for libraries.

John Grisham is widely recognized as the world's most popular storyteller, with more than 250 million books in print worldwide. In addition to writing numerous adult bestsellers, John has recently written his first book for young readers, "Theodore Boone: Kid Lawyer."

National Library Week is a national observance each April, sponsored by the American Library Association through the Campaign for America's Libraries, and libraries across the country. It celebrates the contributions of our nation's libraries and librarians and promotes library use.



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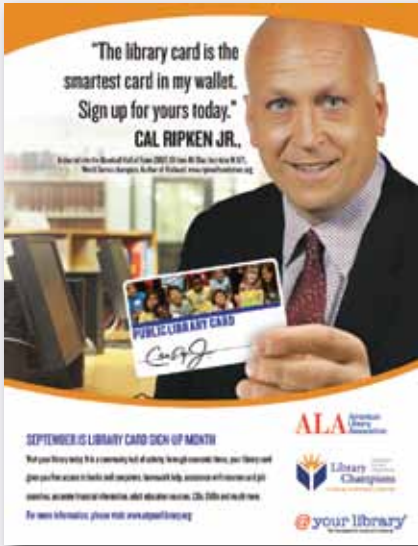
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Cal Ripken Jr. is the record holder of 2,632 straight games started over seventeen seasons in Major League Baseball. Knowing the value of endurance and reliability, it is a natural fit for the “Iron Man” to be the 2011 spokesperson of National Library Card Sign-up Month.



As Honorary Chair, Cal Ripken Jr. has donated his time and image to the creation of a high-impact print public service announcement, which is available for download at www.ala.org/librarycardsignup. Libraries are on the forefront of providing their communities with cost-effective tools that many Americans need to succeed. Library Card Sign-up Month was launched in 1987 and remains a key annual initiative of ALA's Campaign for America's Libraries.



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INVESTING IN AMERICA'S LIBRARIES



Patricia Glass Schuman, President Neal-Schuman Publishers and Past-President, ALA

The Neal-Schuman Foundation, established in 2000 by Neal-Schuman Publishers' founders Patricia Glass Schuman and John Vincent Neal, aids advocacy, training, and programming that enhances library and information services. Neal-Schuman Publishers serves the library community with all of the professional and training materials needed to succeed amidst the challenges of continuous change including THE TECH SET®, a new series of practical guides to today's hottest technologies. We are proud to support ALA's Library Champion program.

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Jay Jordan, President & CEO

Since 1967, OCLC and its member libraries have been working together for the public good. Each day, the OCLC community of librarians in more than 71,000 libraries in 112 countries uses OCLC cooperative services to help people find the information they need. Each day, these Library Champions help to advance research, scholarship and education. We at OCLC are proud to be advocates for libraries and librarians and the ideals they embody.

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Now in its sixth year, the program encourages patrons to use the print and electronic resources available at their library to answer a series of trivia questions. This time, Step Up to the Plate connects generations by exploring baseball's more than 150-year history through topics like famous baseball families and historical baseball franchises. One grand-prize winner will receive a trip to the Baseball Hall of Fame in October 2011.

To access a free online toolkit, program logos in both English and Spanish, a downloadable flier and more, register at www.atyourlibrary.org/baseball.



Steve Laird, President

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INVESTING IN AMERICA'S LIBRARIES



Edwin Buckhalter, Chairman

Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries. I am delighted that Severn House's contribution demonstrates our ongoing willingness to support library advocacy via the Champion program, which in turn helps produce a balanced society - and its future leaders in the community.

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NEW CHAMPION

The mission of Sisters in Crime is to promote the professional development and advancement of women crime writers to achieve equality in the industry. Sisters in Crime has 3600 members in 48 chapters world-wide, offering networking, advice and support to mystery authors. The organization includes authors, readers, publishers, agents, booksellers and librarians bound by our affection for the mystery genre and our support of women who write mysteries. Sisters in Crime was founded by Sara Paretsky and a group of women at the 1986 Bouchercon in Baltimore.

www.sistersincrimenew.com



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www.verizon.com/foundation and www.thinkfinity.org



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Don Keller, CFO, VP, & Acting President

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For nearly a half-century, World Book has continuously recognized and supported the work of the American Library Association and its affiliate organizations as advocates for their members and the constituents they serve.

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Smart investing @ your library

People need help understanding money. The library can play an important role in providing effective, unbiased financial and investor information.

Smart investing @ your library is a grant-funded program developed collaboratively by the American Library Association and the FINRA Investor Education Foundation. The program addresses the growing need for unbiased financial and investor education at the grassroots level. Since its launch in 2007, participating libraries and their community partners have helped people nationwide find the information they need to improve their financial decisions. Libraries partner with community organizations, schools, universities and local governments to

expand the impact of the services and resources the grants enable. Library patrons will be empowered to make educated financial choices for both long-term investing and day-to-day money matters.

"Whether you're a young person just starting out or an experienced investor, public libraries are a free resource to help you make better and better informed decisions" said John Gannon, president of the FINRA Foundation.

For more information, please visit smartinvesting.ala.org.



Professional through Growth Learning Communities

Knowledge comes with teamwork and fun
—all across the organization

By Paul Signorelli and Lori Reed



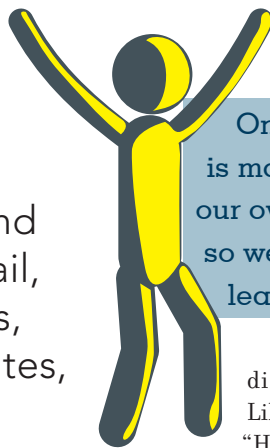
When we library staff members are struggling to respond to incoming phone calls, email, text/instant messages, tweets, Facebook and LinkedIn updates, and people stopping us in hallways to ask for help, it's easy to forget that we, too, need learning resources and communities of support.

Many of us who are responsible for organizing and providing learning opportunities recognize that one of our greatest challenges is making the time to continue our own professional development so that we can better serve those who learn from what we provide. We tend to fall into the same trap that our learners encounter: As we keep up with our daily workload, we don't seek the learning opportunities that are at the heart of our own continuing professional and personal development.

A valuable resource for those committed to professional development is what has become known as communities of learning, communities of learners, or learning communities. The terms, like many others we encounter in our era of instantaneous communication and viral marketing, have become ubiquitous. People like Peter Senge, through his book *The Fifth Discipline: The Art and Practice of the Learning Organization*, 2nd edition (Doubleday/Currency, 2006), have been instrumental in codifying a concept that is widely explored today.

How it's done

A prime example of a community of learning is Learning 2.0: 23 Things, a program created by the Charlotte (N.C.) Mecklenburg Library. In this program, the staff was encouraged to go through an online program where they learned 23 things that they needed to know about Web 2.0 technology. Each week's lesson came in the form of a podcast and blog post, and participants were required to create their own blogs to record their thoughts and experiences. The participants' blogs were linked on the official 23 Things site, which not only allowed the participants to communicate and learn from each other but also to go through the experience of learning together. In a February 2007 article in *Computers in Libraries* ("The C's of Our Sea Change: Plans for Training Staff, from Core Competencies to LEARNING 2.0") Helene Blowers, former technology



One of our greatest challenges is making the time to continue our own professional development so we can better serve those who learn from what we provide.

director for the Charlotte Mecklenburg Library, recalls a branch manager blogging: "How Learning 2.0 fostered teamwork and true fun I could write about for hours. Every time someone finished we all celebrated with them."

This "embodies what is truly best about this new and different approach to learning—teamwork and community," Blowers continues. "Through the process of blogging itself, staff members experienced an online community, but the added benefits of the program were the internal community-building it provided both within branch locations and systemwide. Through the learning and knowledge-exchanging process, self-proclaimed tech novices became experienced Learning 2.0 tutors to fellow staff. As participants' confidence grew, their discoveries branched out beyond the list of 23 Things to creating avatars, playing with image generators, and constructing fun polls."

Blowers is not alone in her efforts to inject fun and excitement into the learning process.

Char Booth, former e-learning librarian at the University of California/Berkeley, says, "I think there is excitement in the different learning communities I've been involved in at UCB. I have personally tried to up the interest ante of my colleagues in the area of emerging technology learning, which I have done in part by trying to make the tone of my trainings and marketing materials interesting, as well as by creating learning opportunities that sometimes have more of an 'event' or 'to-do' feel instead of the same old sessions time and again.

"Several of the topics that generated interest were then turned into longer-format technology trainings... It was a great way to generate enthusiasm among a lot of potential learners—highly recommended. I like to moderate and emcee events like this, so I think I often end up being somewhat of a de-facto organizational learning cheerleader, which is fine by me." (This spring Booth became the instruction services manager/e-learning librarian at the Claremont Colleges, a newly created role.)

Because technological changes are at the heart of programs like Learning 2.0, those of us who are involved in workplace learning and performance are frequently inspired to seek new ways to do what we have been doing. That includes redefining our communities of learning to take advantage of the tools becoming available to us.

Princeton (N.J.) Public Library Assistant Director Peter

Bromberg, for example, cites his Twittersphere as one of the best communities of learning he has joined. "It might be stretching the formal definition of learning community, but I'm comfortable in letting the formal definition evolve to include my experience," he says.

Some of us are also experimenting with tools including Skype and Google Chat to deliver just-in-time learning to individuals and small groups of learners. Central to these face-to-face and online communities is their ability to provide opportunities when needed.

"The successful ones always seem to create diversity of opportunities—to offer different types of learning experiences as well as avenues for members to create connections between one another and indicate their specializations," Booth says. "Successful learning communities are all about finding and sustaining a sense of shared effort and interest, and also speaking usefully to an area of actual, practical need."

Dynamic communities

As we look at successful communities of learning, we find they are sustainable over a long period of time, are sometimes self-sustaining, and are far from static. Just as it is natural for employees to move from one organization to

another as their careers progress, membership in dynamic communities of learning changes and evolves.

At Denver Public Library, there is a deliberate attempt to create and support communities of learning, according to Sandra Smith, learning and development manager. It is, she adds, part of what is expected of her, and she has a five-member training committee that supports her efforts.

At the time of our interview, she had already been working for three years to implement the library's Employee Learning and Growth Program, which she calls "a major commitment by DPL to formalize even more the focus and strategic importance of a highly knowledgeable staff."

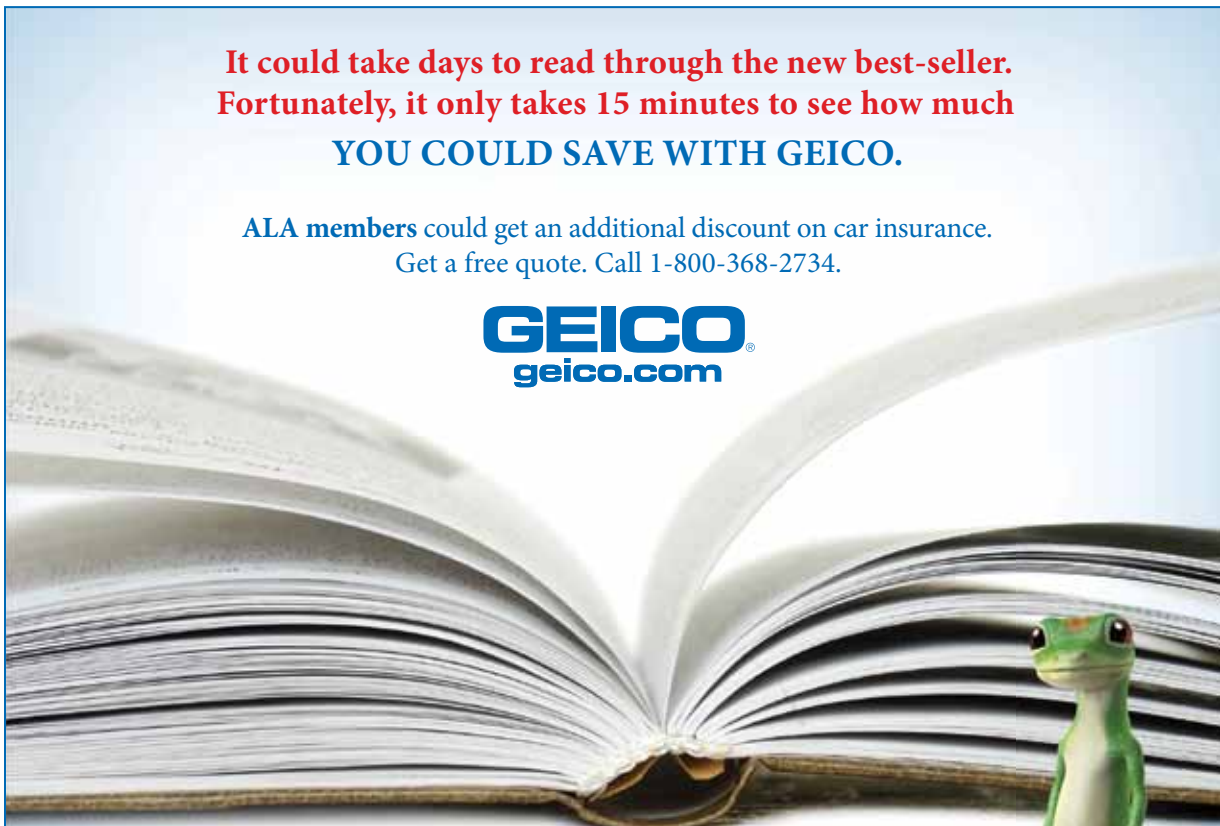
"Every staff person is required, as part of their annual performance review, to do a certain number of learning opportunities and sharing activities," she continues. "These can be from small to large, and the credit is earned by doing both—the sharing piece is as critical to my goal as is the actual individual learning."

Creating that program required "intensive communication" with the library's executive team and the 25-member management team, she adds. That was followed by more than 20 sessions to provide staff with information about the program, including explanations of why the initiative was important "to both the organization and to the indi-

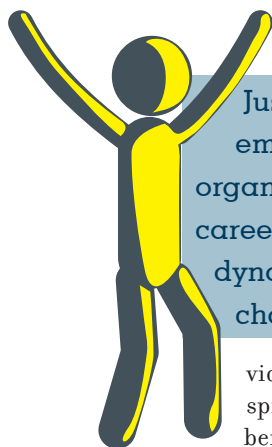
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Just as it is natural for employees to move from one organization to another as their careers progress, membership in dynamic communities of learning changes and evolves.

viduals working here.” A pilot project in spring 2009 involved 43 library staff members; the complete rollout took place approximately six months later.

“I think our community of learners benefits staff by providing them with convenient methods for accessing workplace learning and development,” says Jay Turner, who was training manager at Gwinnett County (Ga.) Public Library before accepting a new post as director of continuing education for the Georgia Public Library Service. “My organization provides a rich catalog of online learning content in our LMS [Learning Management System]. Staff members are free to explore the wealth of information therein, go through content at their convenience, and then apply any new or reinforced learning in their work unit.

“I’ve heard anecdotally that some branches have staff members take the same online class at once so that the work unit as a whole can discuss content. That form of shared learning was used by a few branches when we deployed Microsoft Office 2007 for the entire organization.”

Much that goes into developing and nurturing communities comes from the leaders within learning organizations, but as management consultant and trainer Pat Wagner notes, training needs to be part of the overall organization.

“Training in a good organization should be work,” she suggests. “It should be part of the expectation. [Otherwise] it’s stuck on the wall with chewing gum: Everything else you do—and now you have to fit in training.”

A best practice from the business world is to incorporate time for learning into every employee’s schedule on a weekly basis. This can be through formal or informal learning experiences, and we believe that if the time is not scheduled for every employee, it is unlikely that the employee will be able to find the time to participate.

“The main way that people at the top are going to create a learning organization is how people see them as learners,” Wagner says. “My main evidence of it [an organization] as a learning organization is if the director shows up for training. If I walk into a room and there’s the director and there’s the head of HR and there’s the branch managers and there’s the administration—no matter how big or small the library is—I know that’s a learning organization. If learning is for the rank and file then I know it is not a

learning organization. There’s a phoniness to it. Because the implication is when you get smart enough and rich enough and high enough in the food chain, one of your privileges is that you are now exempt from having to learn. I love it when I walk into a workshop and there’s the director and I walk up and say, ‘What are you doing here? You could teach this class,’ and they say, ‘I always learn something new and I have to send the right message to staff that learning is what smart people do.’”

It doesn’t take large numbers of people to initiate communities of learning. Janet Hildebrand, former deputy county librarian for Contra Costa County (Calif.) Library, suggested before retiring last year, “By starting with willing volunteers, however few, and putting your energy into supporting them to lead and spread their excitement and demonstrate what can be done, you gradually have more and more people who see that they want to step forward and be involved too, and that eventually reaches a critical mass where they are in the majority,” she says. “In that sense, it becomes more and more perpetuating and self-sustaining in that there is momentum in the direction of trying new things and learning and focusing forward into the future. However, there is always a need for leadership.

“Good training and implementation experiences have to be planned in such a way that they work, or participants do not have the clear experience of contribution and progress that makes the next one go easily. Many of the participants can become leaders, but there will always need to be leaders, organizers, visionaries for each area of learning.”

Jay Turner reminds us that sustainability among communities of learning comes from their natural appeal. “My overarching philosophy for supporting workplace learning is to create an atmosphere where learning is fun and where people are empowered to learn on their own terms,” he says. “I do this by making sure that there are relevant professional development opportunities available, ensuring that we have training to support the organization’s objectives, and that everyone can play at some point during learning. I also believe in making myself available formally and informally to all staff members to support them in their growth.” ■



PAUL SIGNORELLI is a writer, trainer, presenter, and consultant who blogs at *Building Creative Bridges*. He can be reached at paul@paulsignorelli.com. **LORI REED**, learning and development coordinator for the Charlotte Mecklenburg (N.C.) Library, is a library advocate, learning strategist, performance consultant, coach, speaker, and author whose work appears in professional journals. She serves as the marketing and communication chair for ALA’s Learning Round Table and is the managing editor of *ALALearning.org*. This article is an excerpt from their new ALA Editions book, *Workplace Learning and Leadership: A Handbook for Library and Nonprofit Trainers*.

Renewing Our Mission in New Orleans

New combined opening session/exhibits kickoff, an extended film series, and a host of authors and speakers are on tap for 135th Annual Conference

Librarians, library support staff, vendors, and guests will once again bring their economic and muscle power to assist New Orleans's public libraries, schools, and community rebuilding projects during the American Library Association's 135th Annual Conference, June 23–28, taking place at the Ernest N. Morial Convention Center, area hotels, and other venues.

ALA held the first major conference in the city during the aftermath of Hurricanes Katrina and Rita, which devastated the Gulf Coast and caused heavy damage to libraries and museums (*AL*, Aug. 2006, p. 42–63). Librarians, armed with brushes, masks, and protective gear, took to the streets to assist. New Orleans is still in need of a helping hand as rebuilding efforts continue, and 2011 ALA conference participants in “**Libraries Build Communities Volunteer Day**” will arm themselves once again **Friday, June 24, from 8 a.m. to 5 p.m.** Volunteers will be able to select projects of interest. Lunch, transportation, and a participation T-shirt are included in the \$10 registration fee. Because of logistics and other considerations, there will be no onsite registration. Visit the Annual Conference website to purchase tickets, if available.

The annual **Membership Meeting** will take place **Saturday, June 25, from 3:30 to 5 p.m.**, focusing on



The New Orleans Ernest N. Morial Convention Center is the sixth largest convention facility in the nation, and has 1.1 million square feet of contiguous exhibit space.

libraries and the communities the profession serves and supports. Two speakers from the New Orleans area will talk about post-Katrina rebuilding of their respective libraries and the impact these libraries have had on their communities. Linda Hill-Smith, curator/archivist, Center for African/African American Studies, Southern University; and Idella Washington, librarian at William Hart Elementary School in Gretna, Louisiana, and former librarian, Benjamin Franklin High School, New Orleans, will talk about the challenges and successes of serving campus communities after Katrina and the key role libraries played in their students' lives. There will also be reports from ALA Executive Director Keith Michael Fiels, ALA

President Roberta Stevens, and ALA President-elect Molly Raphael on the state of the Association.

New conference start

New for this year's Annual is a **combined Opening General Session and exhibits opening Friday, June 24, beginning at 4 p.m.** Dan Savage, author of the syndicated column “Savage Love” and the editorial director of Seattle's weekly newspaper *The Stranger*, is the Opening General Session speaker.

Last fall, Savage and his husband, Terry Miller, spearheaded the “It Gets Better” campaign by uploading a video to YouTube after a rash of suicides by gay teens who took their own lives because of bullying. Six months later, itgetsbetter.org has

evolved into a nonprofit organization and a national movement, with over 10,000 videos and growing. *It Gets Better: Coming Out, Overcoming Bullying, and Creating a Life Worth Living*, edited by Savage and Miller, was released in March by Dutton. The pair will sign copies of the book at the conclusion of the Opening General Session.

The **ALA/Exhibits Round Table Opening Reception** immediately follows the opening session at **5:30 p.m.** There will be free hors d'oeuvres and some of the more than 1,500 exhibitors will offer special giveaways in their booths. The **ribbon-cutting ceremony starts at 5:15 p.m.** **Exhibit hours are: Friday, June 24, Exhibits Opening Reception, 5:30–7:30 p.m.; Saturday, June 25, and Sunday, June 26, 9 a.m.–5 p.m.; and Monday, June 27, 9 a.m.–2 p.m.**

The **ALA Membership Pavilion** is the first stop in the exhibits. Learn how membership can enhance careers, connect you with colleagues from around the world, and help improve library services to communities.

The **ALA Store**, now located on the exhibit floor, is equipped with more space and a new layout. Shop for new and popular products, including the Harry Potter stars and Nathan Fillion READ posters; National Library Week materials; Teen Tech Week promotional items; Read, Renew, Return aluminum water bottles; 2011 Annual Conference T-shirts; *Fang-tastic Fiction: Twenty-First Century Paranormal Reads*; *Winning Library Grants: A Game Plan*; *Reid's Read-Alouds 2: Modern-Day Classics from C. S. Lewis to Lemony Snicket*; and *In the Words of the Winners: The Newbery and Caldecott Medals, 2001–2010*. Be sure to check your badge for special offers.

Other exhibit highlights include the **What's Cooking @ ALA Cooking Demonstration Stage**, where



Dan Savage is Opening Session speaker, Molly Shannon (center) will close the conference, and Sue Gardner is President's Program speaker.

chefs will prepare their hottest recipes and autograph their latest books. Take a break from a day of meetings and programs and stop by the **LIVE! @ your library Reading Stage**. Enjoy readings from new and favorite authors, learn how to develop author programs for your library, and find new recommendations for your patrons. The stage will run **Saturday, June 25, and Sunday, June 26, from 11 a.m. to 4 p.m., and Monday, June 27, from 10 a.m. to 12:30 p.m.** The **PopTop Stage** will focus on popular librarian favorites—mystery, romance, technology, and travel—with readings, discussions, and presentations. Hear from authors, illustrators, and creators of the hottest games and graphic novels at the **Graphic Novel/Gaming Stage**.

The **Wrap-Up Rev-Up Exhibits Closing Celebration** takes place on the exhibit floor **Tuesday, June 27, from 2 to 4 p.m.**, with entertainment, snacks, and prize drawings. The event will prepare conferees for the upcoming 2012 Midwinter Meeting, January 20–24, in Dallas.

Molly Shannon, whose debut children's book *Tilly the Trickster* will be published in September by Abrams Books for Young Readers, is the **Closing General Session speaker Tuesday, June 28, from 9 to 10 a.m.**

President's Program

Sue Gardner, executive director of the nonprofit Wikipedia Foundation, will be the guest of Roberta Stevens at her **President's Program Sunday, June 25, from 4:30 to 5 p.m.** to discuss "Wikipedia: Past, Present, and Future." Gardner was formerly head of cbc.ca, the internet platform for the Canadian Broadcasting Corporation, Canada's radio, TV, and new media public broadcaster and the nation's largest journalistic organization.

Celebrity circle

The Auditorium Speakers Series continues June 25 through June 27, beginning with the Mystery Panel featuring **J. A. Jance** and **Harlan Coben Saturday, June 25, from 8 to 9 a.m.** Jance is the *New York Times* bestselling author of the J. P. Beaumont series, the Joanna Brady series, the Ali Reynolds series, and four interrelated thrillers about the Walker Family. Coben is the *New York Times* number-one bestselling author of numerous adult novels and the winner of the Edgar Award, Shamus Award, and Anthony Award—the first author to receive all three.

Jeff Kinney, whose work has been widely credited for its ability to turn reluctant readers onto books, is the **Saturday, June 25, speaker from 10:30 to 11:30 a.m.**

William Joyce addresses conference-goers **Saturday, June 25, from 1:30 to 2:30 p.m.** He's written and illustrated such picture books as *George Shrinks* (Harper, 1985), *Dinosaur Bob and His Adventures with the Family Lizardo* (Harper, 1988), *Bentley & Egg* (HarperCollins, 1992), and *Santa Calls* (HarperCollins, 1993).

Siva Vaidhyathan, professor of media studies and law at the University of Virginia, speaks **Saturday, June 25, from 3:30 to 4:30 p.m.** He is the author of *Copyrights and Copywrongs: The Rise of Intellectual Property and How It Threatens Creativity* (New York University, 2001) and *The Anarchist in the Library: How the Clash between Freedom and Control is Hacking the Real World and Crashing the System* (Basic Books, 2004). His new book is *The Googlization of Everything (And Why We Should Worry)* (University of California, 2011).

A presentation by **Daniel Ellsberg**, the man the Nixon administration dubbed “the most dangerous man in America,” takes place **Sunday, June 26, from 8 to 9:15 a.m.** The full-length 2009 Oscar-nominated documentary *The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers*, is part of the “**Now Showing @ ALA Film Program**” (see other scheduled films below) and will be screened for conference registrants **Saturday, June 25, at 6 p.m.** A panel discussion is planned at the conclusion of the film, time permitting.

Brooke Gladstone, co-host and managing editor of NPR's award-winning *On The Media*, will give a talk **Sunday, June 26, from 10:30 to 11:30 a.m.** Her first book, *The Influencing Machine*, was scheduled for publication by W. W. Norton and Company in May.

ALA's Public Library Association (PLA) and PLA President Audra Caplan welcome writer-producer **David Simon** and mystery author **Laura Lippman** as keynote speakers **Sunday, June 26, from 1 to 2:30 p.m.**, part of the Auditorium Speakers Series. Their Baltimore origins inspire their work—Simon as writer and producer of the award-winning shows *Homicide* and *The Wire*, and Lippman as the bestselling author of mysteries featuring Baltimore P.I. Tess Monaghan and books *What the*

Dead Know (Morrow, 2007) and *Life Sentences* (Morrow, 2009). Simon also brings unique insight on the conference host city, New Orleans, from his current work on the TV drama *Treme*.

C. J. Cherryh, award-winning author of more than 30 novels, and **Brandon Sanderson**, *New York Times* bestselling author of *The Hero of Ages* (Tor, 2008) and *Warbreaker* (Tor, 2009), comprise the Science Fiction/Fantasy Panel, **Monday, June 27, from 10:30 to 11:30 a.m.**

Jeff Jarvis, author of *What Would Google Do?* (Collins Business, 2009), is the final Auditorium Series speaker **Monday, June 27, from 1 to 2 p.m.** He blogs about media and news at Buzzmachine.com and is associate professor and director of the Interactive Journalism Program and the New Business Models for News project at the City University of New York's Graduate School of Journalism.

Division presidents shine

In addition to the PLA President's Program with David Simon and Laura Lippman, the following programs are being hosted by division leaders.

American Association of School Librarians (AASL)—**Nancy Everhart**: “**Life is What You Make It—Seize the Day!**” with **Sally Karioth**. First Lady Laura Bush asked Karioth, an expert on grief, loss, and trauma, to help restock books for children that dealt with responses to trauma and loss following Hurricane Katrina. **Saturday, June 25, from 10:30 a.m. to noon.**

Association of College and Research Libraries—**Lisa Hinchliffe**: “**From Idea to Innovation to Implementation: How Teams Make It Happen,**” with **Jason Young**, author of *Culturetopia: The Ultimate High-Performance Workplace* (BetterWay, 2008) and president of LeadSmart. Young will share his perspectives on the importance of identifying and

BUSINESS/ FINANCIAL MEETINGS

The following is the schedule for ALA's business and financial meetings, including the Executive Board; Council; Budget, Analysis, and Review Committee (BARC); and the ALA-Allied Professional Association (ALA-APA):

FRIDAY, JUNE 24

- Executive Board I, 8:30 a.m.–noon
- BARC, noon–3:30 p.m.

SATURDAY, JUNE 25

- Membership Meeting, 3:30–5 p.m.

SUNDAY, JUNE 26

- Council/Executive Board/Membership Information Session, 9–10 a.m.
- ALA-APA Council, 10–10:30 a.m.
- Council I, 10:45 a.m.–12:15 p.m.

MONDAY, JUNE 27

- Council II, 9:15 a.m.–12:45 p.m.
- Executive Board II, 1:30–3:30 p.m.

TUESDAY, JUNE 28

- Council III, 8 a.m.–12:30 p.m.
- Executive Board III, 1–5:30 p.m.



The Auditorium Speakers Series continues June 25 through June 27. Auditorium Speakers series guests include (top from left): mystery panelists J.A. Jance with Harlen Coben; Jeff Kinney; William Joyce; and Siva Vaidhyanathan, June 25. Also (bottom from left): Brooke Gladstone; David Simon with Laura Lippman, hosted by PLA President Audra Caplan, June 26; and science fiction/fantasy panelists Brandon Sanderson; and Jeff Jarvis, June 27. Other scheduled speakers not pictured are: Daniel Ellsberg, June 26, and C.J. Cherryh, June 27.

developing the essential factors that impact performance for any team or organization: leadership principles, management practices, alignment, and employee behavior. **Saturday, June 25, from 10:30 a.m. to noon.**

Association of Library Collections and Technical Services—Cynthia Marie Whitacre: “Economic Reflections on Libraries,” with **Paul Courant**, university librarian and dean of libraries, Harold T. Shapiro Collegiate Professor of Public Policy, Arthur F. Thurnau Professor, professor of economics, and professor of information at the University of Michigan. **Monday, June 27, from 10:30 a.m. to noon.**

Association for Library Service to Children (ALSC)—Julie Corsaro: “How Libraries Can Best Service Special Needs Patrons, Especially Those with Autism Spectrum Disorders,” with **Dr. Ricki Robinson**, a leader in developing multidisciplinary treatment plans for children with ASD and author of *Autism Solutions* (Harlequin, 2011). She will join authors **Cynthia Lord** and **Francisco X. Stork**, whose young adult novels have humanized these disorders. and **Patricia Twarogowski**, a librarian recognized for her effective programming for special needs children, in a panel discussion. **Monday,**

June 27, from 8 to 10 a.m.

Join **Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) President Rod Gauvin** as he hosts bestselling writer **Marilyn Johnson**, author of *This Book Is Overdue! How Librarians and Cybrarians Can Save Us All* (Harper, 2010). A book signing will follow. **Monday, June 27, from 10:30 a.m. to noon.**

Association of Specialized and Cooperative Library Agencies—Diana Reese: “E-books: The Conversation Continues.” Join the continuing conversation regarding the issues and solutions surrounding e-books with publishers, librarians, authors, vendors, and devicemakers. **Sunday, June 26, from 10:30 a.m. to noon.**

Library and Information Technology Association (LITA)—Karen Starr: “Building the Future: Addressing Library Broadband Connectivity Issues in the 21st Century,” with **Robert Bocher** of the Wisconsin State Library, who will explore the broadband landscape and how ALA is working with Internet 2 to address the broadband needs of libraries, schools, and higher education. **Sunday, June 26, 4–5:30 p.m.**

Library and Leadership Manage-

ment Association—Gail Kennedy will host **Tim Duggan**, landscape architect, American Society of Landscape Architects, **Saturday, June 25, from 8 to 10 a.m.** He is developing the Sustainable Landscapes program for the Make It Right Foundation based in New Orleans, a pro-bono initiative to bring affordable, green, storm-resistant homes to 150 Lower 9th Ward families.

Reference and User Services Association (RUSA)—Barry Trott: “Marketing Reference on a Dime.” The program will consist of five to six brief presentations on successful initiatives for marketing reference services, followed by questions and table discussions. **Saturday, June 25, from 1:30 to 3:30 p.m.**

Young Adult Library Services Association (YALSA)—Kim Patton: **YALSA Membership Meeting/President’s Program** featuring authors **Paul Volponi** and **Richard Peck**, who will provide ideas for rethinking how librarians serve teens. **Monday, June 27, from 1:30 to 3:30 p.m.**

Programs aplenty

In addition to the programs mentioned above, Annual Conference offers a wealth of opportunities to satisfy multiple interests. To help librarians who present cultural and

community programs and events decide what to attend, ALA's Public Programs Office has launched a new online resource, the *Programming Librarian's Guide to Annual Conference*. The project is funded by a grant from the Institute of Museum and Library Service (IMLS).

A sampling of programs includes: **"Effective Library Services for Older Adults Seeking Employment and Volunteer Opportunities"** will be held **Friday, June 24, from 8 a.m. to noon**. Speakers include: Susan Hildreth, director, IMLS; Carol Crey, director, Center for Communications and Consumer Affairs, U.S. Department of Health and Human Services Administration on Aging; Emily Allen, vice president, Impact Programs, AARP Foundation; and Betty M. Ruth, president, National Association of RSVP Directors.

ALTAFF will host **"Celebrating Southern Writers"** **Saturday, June 25, from 1:30 to 3:30 p.m.**, with **Kevin Wilson**, author of *The Family Fang* (Ecco, 2011); **John Hart**, whose books have been translated into 26 languages and published in more than 30 countries; **Kathleen Kent**,

author of *The Heretic's Daughter* (Little, Brown, 2008); **Jennifer Niven**, author of *Velva Jean Learns to Drive* (Plume, 2009); **Tayari Jones**, author of *Leaving Atlanta* (Warner, 2002); and **Pat MacEnulty**, author of *Wait Until Tomorrow: A Daughter's Memoir* (Feminist Press, 2011).

"Tales from the Heart: Literary Memoirs," **Saturday, June 25, from 4 to 5:30 p.m.**, with **Wendy McClure**, author of *The Wilder Life: My Adventures in the Lost World of Little House on the Prairie* (Riverhead, 2011); **Margaux Fragoso**, author of *Tiger, Tiger* (Farrar, 2011); **Theresa Weir**, a *USA Today* bestselling author of 19 novels; **Brianna Karp**, author of *The Girl's Guide to Homelessness: A Memoir* (Harlequin, 2011); and **Rachel Hadas**, author of *Strange Relation: A Memoir of Marriage, Dementia, and Poetry* (Paul Dry, 2011). The program is hosted by ALTAFF.

The annual **Literary Tastes Breakfast**, **Sunday, June 26, from 8 to 10 a.m.**, will feature **Guy Gavriel Kay**, author of *Under Heaven* (Roc, 2010), and **Judith Shulevitz**, author of *The Sabbath World: Glimpses of a Different Order of Time* (Random, 2010). Hosted

by RUSA's Collection Development and Evaluation Section. Tickets start at \$50 for RUSA members.

"Mystery and Horror @ your library," hosted by ALTAFF, takes place **Sunday, June 26, from 10:30 a.m. to noon**, featuring **C. S. Harris**, pseudonym for bestselling author Candice Proctor; **Erica Spindler**, a *New York Times* bestselling author; **Bill Loehfelm**, author of *Fresh Kills* (Putnam's, 2008); **S. J. Watson**, author of *Before I Go to Sleep* (Harper, 2011); and **Cammie McGovern**, who was a Stegner Fellow at Stanford University.

James K. Bartleman, former lieutenant governor of Ontario, Canada, and author of the recently published young adult novel *As Long as the Rivers Flow* (Knopf Canada, 2011), will join the Committee on Rural, Native, and Tribal Libraries of All Kinds for **"Raisin' Readers: Improving Literacy for Rural Children and Youth,"** **Sunday, June 26, from 1:30 to 3:30 p.m.** The program is cosponsored by the Committee on Literacy.

ALTAFF's **"First Author, First Book,"** **Sunday, June 26, from 1:30 to 3:30 p.m.**, will include **Bob Graham**, former governor of Florida, who served 18 years in the U.S. Senate; **Rebecca Makkai**, author of *The Borrower* (Viking, 2011); **Jon Michaud**, head librarian at *The New Yorker* and author of *When Tito Loved Clara* (Algonquin, 2011); **Ellen Bryson**, author of *The Transformation of Bartholomew Fortunato* (Holt, 2010); **Eleanor Henderson**, author of *Ten Thousand Saints* (Ecco, 2011); and **Neil Abramson**, a partner in a Manhattan law firm and author of *Unsaid* (Center Street, 2011).

LITA's **"Top Technology Trends,"** **Sunday, June 26, from 1:30 to 3:00 p.m.**, will continue the division's ongoing roundtable discussion about trends and advances in library technology by a panel of LITA technology experts.

"Isn't it Romantic?" **Monday,**

VIRTUAL CONFERENCE

Attend Annual Conference right from your personal computer during **ALA's Virtual Conference**, a full series of 11 interactive web sessions on **Wednesday, July 13, and Thursday, July 14**, after the 2011 Annual Conference in New Orleans. The conference will **begin at 11 a.m. EST/8 a.m. PST each day and end at 5 p.m. EST/2 p.m. PST.**

Interact with speakers and other attendees during each of these hour-long sessions on a variety of exciting topics. Each day will start with a keynote speaker and

include various sessions plus an optional author lunch. All sessions will be one hour in length, with the exception of the author lunch, which will be 30 minutes, followed by 30 minutes of downtime for the attendees.

Attend individually or with a group for a great bargain in continuing education. The cost is \$60 for individuals and \$300 for up to 15 IP addresses to share among employees, branches, or departments. For more information, contact Alicia Babcock at ababcock@ala.org or 312-280-3229.



Tayari Jones (far left) is one of several authors featured in ALTAFF's "Celebrating Southern Writers" program June 25. Other featured authors during the conference include: Wendy McClure, Erica Spindler, Stephanie Laurens, Eleanor Brown, and comedienne/writer Paula Poundstone, who will host "The Laugh's on Us" with (not pictured) Andy Borowitz, Jill Kargman, and Leila Sales.

June 27, from 8 to 10 a.m., hosted by ALTAFF, will feature **Stephanie Laurens**, whose novels are set in Regency England; **Robyn Carr**, *New York Times* bestselling author of more than 40 novels; **Julie James**, author of *A Lot Like Love* (Berkley Sensation, 2011); **Brenda Jackson**, the first African-American romance writer to make the *USA Today* and *New York Times* bestseller lists for the series-romance genre, and **Adrienne McDonnell**, former children's librarian and author of *The Doctor and the Diva* (Pamela Dorman, 2010).

ALA's Diversity Council will host "**Diversity Is Everyone's Business: Sensitivities in the Workplace**" **Monday, June 27, from 10:30 a.m. to noon.**

The New Members Round Table (NMRT) and the LeRoy C. Merritt Humanitarian Fund will host a joint "**Reception for a Cause**" **Sunday, June 26, from 7:30 to 10 p.m.** at L'Entrepot Gallery, 527 Julia, in the Gallery District. Refreshments will be provided.

AASL will celebrate members' accomplishments at the **AASL Awards Luncheon**, with *New York Times* bestselling author **Lauren Myracle**, **Monday, June 27, from noon to 2 p.m.** The AASL President's Reception immediately follows the ticketed luncheon.

ALTAFF's "**Gala Author Tea**" **Monday, June 27, from 2 to 4 p.m.**, will feature **Nevada Barr**, author of the award-winning mystery series

featuring Anna Pigeon; **Eleanor Brown**, author of the bestselling *Weird Sisters* (Amy Einhorn Books/Putnam's Sons, 2011); **Dorothea Benton Frank**, a *New York Times* bestselling author; and **Susan Wiggs and Elizabeth Wiggs Mass**, a mother-daughter pair who wrote *How I Planned Your Wedding: The All-True Story of a Mother and Daughter Surviving the Happiest Day of Their Lives* (Harlequin, 2010). Joining them will be bestselling thriller author **Karin Slaughter**, who will discuss the importance of libraries and her "Save the Libraries" campaign.

Attendees will enjoy tea, finger sandwiches, and a variety of sweet treats. A book signing will follow, with some books given away free and others available for purchase at a generous discount. This event is sponsored by ReferenceUSA, which will provide all attendees with a complimentary tote bag. Advance tickets cost \$49 (\$45 for ALTAFF members). Onsite tickets are \$55, if seats are available.

For the fun of it

A number of celebratory events, some of which are ticketed, will be held, including gala division and round table meal events featuring ALA's youth media award winners. These include the **Newbery-Caldecott-Wilder Banquet**, hosted by ALSC, and the **Coretta Scott King Awards Breakfast**, hosted by the Ethnic and Multicultural Informa-

tion Exchange Round Table's Coretta Scott King Book Awards Committee. Consult the conference program for specific dates and times. Tickets, if available, can be purchased in the Registration Area.

"**Many Voices, One Nation**" moves this year to **Saturday, June 25, from noon to 1:30 p.m.**, bringing together writers and artists from different perspectives while presenting a program of spoken word, music, and performance art that celebrates the many unique cultures sharing one world. The program is free to conference attendees. Light refreshments will be served and celebration attendees are encouraged to bring their lunch.

The **ALA/Proquest Scholarship Bash** takes place **Saturday, June 25, from 8 to 10 p.m.** at the National World War II Museum. The event is open to ALA ticketholders only. Tax-deductible tickets are \$35 and include food, entertainment, and admission. Visit the Registration Area to check on availability.

Bookmobile Sunday will be held in three parts on **June 26 from 10:30 a.m. to 3:30 p.m.** "**Bookmobiles 101**" takes place from **10:30 a.m. to noon**, followed by an author lunch with **Margriet Ruurs**, award-winning author of several children's books, including *My Librarian Is a Camel: How Books Are Brought to Children Around the World* (Boyd Mills Press, 2005), from **12:30 to 1:30 p.m.** The Annual Parade of

Bookmobiles ends the series of events from **1:30 to 3:30 p.m.** Luncheon tickets are \$25 and can be purchased in the Registration area, if available.

The **Seventh Annual Book Cart Drill Team World Championships** will rock the halls **Sunday, June 26, from 4 to 5:30 p.m.**

Comedian, writer, and ALTAFF national spokesperson **Paula Poundstone** will headline “**The Laugh’s on Us!**” featuring top comedians and authors, **Sunday, June 26, from 5:30 to 7:30 p.m.** Joining Poundstone will be **Andy Borowitz**, creator of the satirical website *The Borowitz Report*; **Jill Kargman**, who has written for *Vogue*, *Elle*, and *Town & Country*; and **Leila Sales**, author of the forthcoming YA book *Past Perfect* (Simon Pulse 2011). Wine and cheese will be served, and a book signing will follow. Some books will be given away free and others available for purchase at a discounted price. Advance tickets are \$49 (\$45 for ALTAFF members). Onsite tickets will be \$55, if available.

The **ALA Awards Ceremony and Inaugural Banquet** takes place **Tuesday, June 26, from 5:30 p.m. to midnight.** All ALA recognition

awards will be presented at a **free special awards ceremony** from **5:30 p.m. to 7 p.m.**, immediately preceding the **Inaugural Banquet**, a ticketed event. The banquet celebrates the inauguration of Molly Raphael as she assumes the role of ALA president. Dinner and entertainment will round out the evening. Tickets to the banquet are \$89 per person.

Grab the popcorn

The **Now Showing @ ALA Film Program** takes place **Friday, June 24, through Monday, June 27.** The following films were on the marquee as of mid-May:

Mine (2009) is a documentary about the essential bond between humans and animals, set against the backdrop of one of the worst natural disasters in modern U.S. history: Hurricane Katrina. **Friday, June 24, 8 p.m.**

Dance your cares away with a selection of episodes from Jim Henson’s classic 1980s television series *Fraggle Rock*. Stop by the Archaia Entertainment booth (#1654) for free copies of *Fraggle Rock* comics and discounted copies of *Fraggle Rock* graphic novels. **Saturday, June 25, noon.**

ALSC presents the documentary film *Library of the Early Mind* (2010), an exploration of the art and impact of children’s literature on our kids, our culture, and ourselves. It features nearly 40 prominent authors and illustrators talking about their work, its genesis, and its impact. A panel discussion with film producer Ted Delaney will follow the showing. **Saturday, June 25, 8 p.m.**

Witchblade is the story of New York detective Sara “Pez” Pezzini, whose search for justice brings her into contact with the Witchblade, an ancient, intelligent, living weapon so powerful it can battle Earth’s darkest evil forces. **Sunday, June 26, noon.**

Faubourg Tremé: The Untold Story of Black New Orleans (2008), reflects the tortuous path taken by African-American history over the centuries. **Sunday, June 26, 2:30 p.m.**

Visit the world of Thra with a screening of the classic 1982 film *The Dark Crystal* to raise awareness about the upcoming three-volume collection of all-new, original *Dark Crystal* graphic novels. Stop by the Archaia Entertainment booth (#1654) for free *Dark Crystal* graphic novel promotional posters while they last. **Sunday, June 26, 5:30 p.m.**

ALA’s Social Responsibilities Round Table’s Feminist Task Force and Women Make Movies present *Pink Saris* (2010) by director Kim Longinotto, an unflinching and often amusing look at a group of unlikely political activists in India and their charismatic leader. **Sunday, June 26, 8 p.m.**

Comic Book Literacy (2010) is a documentary showcasing comic books as a way to inspire a passion for reading in both children and adults. **Monday, June 27, noon.**

Consult the final program book for room locations. Updates will also be available via the show daily *Cognotes*. ■

—P.A.G.

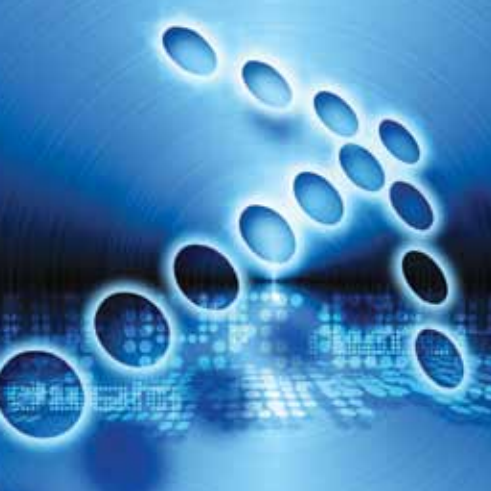
NEED A JOB, GET A JOB

The ALA JobLIST Placement Center, provided by the Office for Human Resource Development and Recruitment, will be open **Saturday, June 25, and Sunday, June 26, from 9 a.m. to 5 p.m.** Orientation takes place **Saturday, June 25, at 8:30 a.m.**

All services and career workshops are free to job seekers, who should register and search for jobs on JobLIST. Registration is not required but is recommended, and will give employers access to your résumé information. Placement

workshops and recruiters who will be at conference will be listed on the Career Resources pages of JobLIST.

Employers who want to post positions should post them on JobLIST. Employers who want to use the interviewing facilities or review résumés must have an active ad on JobLIST. Employers who want a booth in the Placement Center should contact Beatrice Calvin at bcalvin@ala.org or 800-545-2433, ext. 4280.



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Magical Meals

A dining guide to New Orleans

by Kathy Cannata

After Hurricane Katrina, some people wondered if New Orleans was worth rebuilding and said, “Sure the food is good, but can’t you just take the recipes and start all over in another city?” But to understand why generations of people have found dining in New Orleans such an enchanting experience, you really must understand the culture of this city. The food in its own right is amazing, to be sure. But it is not just about the food. It is also the music, the history, the architecture, the creativity, and the quirky, gracious people that make eating in New Orleans an experience unique to this magical city.

And I should know. I am married to “The Man Who Ate New Orleans.” My husband is on a quest to eat at every independently owned restaurant within the city limits. In the five years that we have lived in New Orleans, he has eaten at about 700



Dining room at Lüke in the Central Business District.

so far, and has just a handful left. What started as a desire to sample a wide variety of cuisine turned into an amazing journey and exploration of the fascinating culture and history of New Orleans.

Through this experience I have truly come to love and appreciate the amazing variety and creativity that makes up New Orleans cuisine. In compiling this list of restaurants to recommend, the most difficult task was deciding what to leave out.

New Orleans is truly a city of neighborhoods, so that is how I have organized our tour. I have limited the field to the seven areas closest to the convention center and most accessible by walking, streetcar, or public bus. The New Orleans Convention and Visitors Bureau may also be helpful for ob-

taining local maps and other information.

Dining attire in New Orleans is generally very casual at all but the fanciest spots. For dinner, particularly with larger groups, I’d recommend calling ahead for reservations. A few places are cash-only and have been noted as such.

Price estimates are per person for an entrée and do not include appetizers, desserts, beverages, or sales tax.

Warehouse District

Stretching from Magazine Street to the river, and from Race Street to Poydras. This is the area in which the convention center is located. Adjacent to the port, this district was largely old warehouses, repurposed now as funky music clubs,

PRICE GUIDE

Average price per person for entree without appetizer, drinks, or tax.

- \$..... Under \$10
- \$\$..... \$10–20
- \$\$\$..... \$20–35
- \$\$\$\$..... \$35 and up

bars, apartments, and eateries. There are about 40 restaurants here, in a range of styles and prices.

A Mano

Handmade pastas, house-cured salami, and the finest locally grown herbs make this a favorite with locals. This is rural Italian food at its very best. 870 Tchoupitoulas. 504-208-9280. www.amanonola.com. L Fri., D Mon.–Sat. \$\$\$.

American Sector

Chef John Besh is a true hero in this city, aggressively investing in new ventures after Katrina when weaker souls nervously hedged their bets. His newest, located inside the astounding National World War II Museum, manages to be modern and hip, and yet still echo the 1940s design vibe. Creative offerings include a muffuletta (a local Italian sandwich) made with artichokes instead of olives. Sometimes my family will come by here at night and get the Peppermint Pattie desserts to go and eat them on the patio outside. 945 Magazine St. (enter on Andrew Higgins Drive). 504-528-1940. www.nationalww2museum.org/american-sector/. L, D daily. \$\$.

Cochon Butcher

House-cured meats and killer sandwiches make this a casual favorite. 930 Tchoupitoulas. 504-588-7675. www.cochonbutcher.com. L daily, D Mon.–Sat. \$\$.

RioMar

Chef Adolfo Garcia believes in keeping things simple, letting the excellent, fresh ingredients stand for themselves. The resulting light, Spanish-influenced, seafood-centric dishes are just so good. This is probably the city's favorite place for tapas. 800 S. Peters. 504-525-3474. www.riomarseafood.com. L Mon.–Fri., D Mon.–Sat. \$\$\$.



Tapas at RioMar.

Central Business District ("American Sector")

The Central Business District, or CBD, is the high-rise downtown area roughly contained by Route 10, Route 90, Canal Street, and the river, with a portion of its riverside carved out for the Warehouse District. Historically this had been called the American Sector, to distinguish it from the formerly French part of town. Of the 80 restaurants in this neighborhood,

here are a few gems:

Herbsaint

When chef Donald Link won the James Beard Best Chef Award for the South in 2007, some people wondered why it took so long to honor him. One meal here should have sealed it. Gourmets swoon over things like the duck leg confit and the crab meat and watermelon gazpacho, but I love the simple gumbo, made with a dark roux. 701 St. Charles Ave. 504-524-4114. www



Eggs Stanley, a favorite at Stanley in the French Quarter.

.herbsaint.com. L Mon.–Fri., D Mon.–Sat. \$\$\$.

Lüke

Alsatian French dishes, with some German and Northern Italian touches. This place has a sophisticated but fun feel with antique ceiling fans, tin ceilings, and inlaid wood floors. The cochon de lait sandwich (a juicy local pork dish) and the oyster salad with avocado just might convince you to move to New Orleans. 333 St. Charles Ave.

504-378-2840. www.lukeneworleans.com. B, L, D daily. \$\$\$.

MiLa

Chefs Slade Rushing and Allison Vines-Rushing are a husband-and-wife team from Mississippi and Louisiana, respectively, so the restaurant's name is a hybrid of their home states. She was named the James Beard Rising Star Chef of the Year in 2004. The five-pouched-oyster appetizer is amazing, and the vanilla bean rice pudding is the best I have ever eaten.

And at \$20, the three-course lunch is a bargain. 817 Common St. (in the Pere Marquette Hotel). 504-412-2580. www.milaneuorleans.com. L Mon.–Fri., D Mon.–Sat. \$\$\$.

French Quarter ("Vieux Carré")

Settled in 1718, this is the first neighborhood of New Orleans. It is contained by Esplanade, Canal, Rampart, and the river. There are more than 130 restaurants here, and most are excellent (but beware of tourist traps in this hood).

Acme Oyster House

I never liked oysters until moving to New Orleans. But people around here prize their salty bivalves, and ever since I gave them another try at Acme I've been hooked. Acme is just about everyone's favorite, though, so get here early or prepare to wait in a very long line. My family loves the char-grilled oysters—placed directly in the coals and cooked in their shells. A dozen never seems enough, but I also sop up lots of the cheesy butter with the great French table bread. The raw oysters are first-rate also. The best seats in the house are at the marble countertop bar, where you can get a close-up view of the shucker's floor show. 724 Iberville. 504-522-5973. www.acmeoyster.com. L, D daily. \$\$.

Antoine's

Antoine Alciatore founded his restaurant in 1840, shortly after arriving from France. Today it is still run by his descendants, making it the oldest restaurant in America owned by a single family. Six U.S. presidents, a pope, and countless celebrities have dined here. The menu used to be entirely in French, but recently they started accommodating Americans with some English translations. Required eating is the Oysters Rockefeller, which was invented here in



Commander's Palace.

1889. Antoine's also invented my all-time-favorite egg dish, Eggs Sardou. 713 St. Louis. 504-581-4422. www.antoines.com. L, D Mon.–Sat., jazz brunch Sun. \$\$\$\$.

Arnaud's

Founded in 1918 by a French native, this is a shrine to golden-age French Quarter restaurants that still delivers a great meal. Start at the French 75 bar with its eponymous champagne-based signature cocktail. After your meal, ask to have the flaming café brûlot made in front of you; it is high performance art. 813 Bienville. 504-523-5433. www.arnaudsrestaurant.com. D daily, jazz brunch Sun. \$\$\$\$.

Café Amelie

I love the courtyard, which is one of the city's very best. The food is excellent also. 912 Royal. 504-412-

8965. www.cafeamelie.com. L, D Thu.–Sat., brunch Sun. \$\$\$.

Café Du Monde

No menu here—just great coffee and the best beignets (French donuts) in town. Café Du Monde is one of the rare places loved by locals and tourists with the same intensity. A century before most cities had coffee shops, this was a place to drink café au lait and hold court on the patio for hours at a time. 800 Decatur. 504-525-4544. www.cafedumonde.com. Open 24/7. \$. Cash only.

Central Grocery

This is the place where Sicilian immigrants invented the muffuletta in 1906. The lines can be long, but they move fast. The sandwiches are worth the wait, and always served to-go. 923 Decatur. 504-523-1620. 9 a.m.–5 p.m., Tues.–Sat. \$.

Clover Grill

Where else but New Orleans can you find a gritty little diner where the waiters dance and sing show tunes? 900 Bourbon. 504-598-1010. www.clovergrill.com. Open 24/7. \$.

Croissant d'Or

New Orleans has a lot of truly wonderful patisseries, but this is my favorite. The setting is unbeatable, with stained glass and ancient painted plaster crown molding. Still intact are the 19th-century green mosaic tiles on the sidewalk outside differentiating the “ladies” entrance from the “gentlemen’s.” 617 Ursulines Ave. 504-524-4663. B, L Wed.–Mon. \$.

Green Goddess

I'm normally with Fran Lebowitz: “Brown rice is ponderous, chewy,



The author at Green Goddess's outdoor courtyard.

and possessed of unpleasant religious overtones.” But this place makes me want to go vegetarian more often! (Although it does have some great meat dishes too.) After a few days of heavy New Orleans food, full of rich creams and butter, you may want a light cleanse at this place. 307 Exchange Place. 504-301-3347. www.greengoddessnola.com. L Wed.–Mon., D Thu.–Sun. \$\$.

Louisiana Bistro

This is a small, unassuming place with an utterly forgettable name, but you will never forget your meal here.

For the three-course “Feed Me!” the chef asked us a few questions and then we trusted him to surprise us. He brought crawfish beignets, swordfish over greens with pot liquor, and buffalo short ribs—truly amazing. 337 Dauphine. 504-525-3335. www.louisianabistro.net. D Wed.–Sun. \$\$\$.

Napoleon House

This restaurant has been run by the Impastato family, who make some solid comfort foods, since 1914. The building dates from 1797, and was once offered as a refuge for Napo-

leon Bonaparte. (He never made it.) 500 Chartres. 504-524-9752. www.napoleonhouse.com. L Mon.–Sat., D Tue.–Sat. \$.

Palm Court

A real-deal jazz club. Think Preservation Hall, but more lively. After more than 20 years in business, the owner, Nina Buck, still dances, talks, and emcees all night. The music is better than the food, but we loved the extra-spicy bread pudding. 1204 Decatur. 504-525-0200. www.palmcourtjazzcafe.com. D Wed.–Sun. \$\$.

Stanley

Stanley looks out onto the back of gorgeous Jackson Square and offers some of the finest breakfast food anywhere. A favorite is the Eggs Stanley: two eggs over Canadian bacon and five plump fried Gulf oysters, on a toasted English muffin with hollandaise sauce. 547 St. Ann St. 504-587-0093. www.stanleyrestaurant.com. B, L, D daily. \$\$.

Verti Marte

Last year, this deli burned down, and people all over town stayed home from work to mourn. Now reopened, it looks like just a modest corner grocery, a little gritty, in a residential section of the Quarter. But it serves some of the best sandwiches on earth. 1201 Royal St. 504-525-4767. Open 24/7. \$.

Garden District

Between Louisiana and Jackson Avenues, and St. Charles and Magazine. This neighborhood was built mostly in the 1830s through 1890s and is still largely preserved. John Goodman, Sandra Bullock, Nicolas Cage, and others call this home because of its charm, including its restaurants. A few standouts:

Bulldog Pub

Fifty beers on tap, a great courtyard,

and some mean chili cheese waffle-fries. 3236 Magazine. 504-891-1516. bulldog.drafftreak.com. L Fri.–Sun., D daily. \$.

Commander's Palace

This perennial top table in New Orleans deserves its reputation with tourists and locals alike. Paul Prudhomme and Emeril Lagasse both got their starts here. The owners spent roughly \$6 million on renovations and improvements before reopening a year after Katrina. The restaurant has operated in the same building since 1880, but was bought by the famed Brennan family in the 1960s. I have never had better service or food anywhere else. 1403 Washington Ave. 504-899-8221. www.commanderspalace.com. L Mon.–Fri., D daily, jazz brunch Sat.–Sun. \$\$\$\$.

La Divina Gelateria

The best gelato in the city, and excellent Italian sandwiches too. 3005 Magazine. 504-342-2634. www.ladivinagelateria.com. L, D daily. \$. A French Quarter location at 621 St. Peter serves gelato made here, with lunch and dinner daily, and breakfast Friday–Sunday.

Lower Garden District

This neighborhood is a little grittier than the Garden District and a bit closer to the convention center. It starts at Jackson Avenue and ends at Race.

Juan's Flying Burrito

The most creative, edgy Mexican joint in the city. The bacon azul quesadilla rocks (but is extra-rich with blue, jack, and cheddar cheeses, beef, mushrooms, and onions). 2018 Magazine. 504-569-0000. www.juansflyingburrito.com. L, D daily. \$.

Surrey's

The best breakfast spot in the city,

with a great juice bar too. I usually get the egg sandwich on the city's best bagel. My husband gets the pain perdu—French toast made with French bread and often injected with a flavored whipped cream. 1418 Magazine. 504-524-3828. www.surreyscafeandjuicebar.com. B, L daily. \$. Cash only.

Faubourg Marigny

Downriver of the Quarter, starting at Esplanade.

Praline Connection

A real neighborhood café with authentic New Orleans dishes for over 20 years. There's a dedicated praline shop as well, just next door. 542 Frenchmen. 504-943-3934. www.pralineconnection.com. L, D daily. \$\$.

Snug Harbor

One of the best jazz clubs in America also serves the city's best burgers. 626 Frenchmen. 504-949-0696. www.snugjazz.com. D daily. \$\$.

Uptown

Between Broadway and Louisiana Avenue, and from the Mississippi River to Claiborne Avenue. The home of Audubon Park and Tulane and Loyola universities, this neighborhood has architecture dating mostly from 1870–1920. In addition to the eateries, you will want to find time to enjoy the unique shops and boutiques along Magazine Street.

Bouligny Tavern

Though it calls itself a tavern, this is primarily a fine wine bar. Two-time James Beard nominee John Harris opened this next door to his excellent Lilette (www.liletterestaurant.com), making this sort of the Uptown version of the French 75/Arnaud's pairing. The small plates are crazy good. 3641 Magazine. 504-891-1810. www.boulignytavern.com. D daily. \$\$.

Creole Creamery

The best ice cream shop on the planet. Try the balsamic strawberry, the Creole cream cheese, or the chocwork orange. 4924 Prytania. 504-894-8680. www.creolecreamery.com. Noon–10 p.m. Sun.–Thu., noon–11 p.m. Fri.–Sat. \$. Cash only.

Dick and Jenny's

The real reason to come here is the bold Creole dishes. But the decor is also notable: To raise start-up money, the founders made individualized plates that still decorate the walls for their first customers. You could spend all night looking at this dinner-plate Louvre. 4501 Tchoupitoulas. 504-894-9880. www.dickandjennys.com. L Tue.–Fri., D Mon.–Sat. \$\$\$\$.

Ignatius Eatery

Our all-time-favorite casual place for authentic New Orleans food. Get the best roast beef po' boy in town, with a side of the bacon and sour cream potato salad. 4200 Magazine. 504-896-2225. L, D Wed.–Mon. \$\$.

La Boulangerie

An authentic French bakery, with pastries and breads unmatched this side of Paris and first-rate soups too. 4600 Magazine. 504-269-3777. B, L daily. \$.

Mahony's

In NOLA they used to call an oyster po' boy a "Peacemaker." The story goes that if a husband stayed out late and was afraid his wife would be angry when he came in, on the way home he would get her a big, juicy oyster po' boy as a peace offering. The Mahony Peacemaker would calm my anger any time, with whole bacon slices, cheddar, and fried oysters. It's Mardi Gras in your mouth. 3454 Magazine. 504-899-3374. www.mahonyspoboys.com. L, D Mon.–Sat. \$–\$\$.

The Best in Library Branding

Winners of the 2011 John Cotton Dana Library Public Relations Award wow judges and their communities

by Judith Gibbons

The John Cotton Dana Library Public Relations Award (JCD) turned 65 years old this year and celebrated this milestone with the Midwinter announcement of the 2011 winners. Five vibrant libraries demonstrated innovative, outstanding marketing strategies in campaigns ending in 2010: Anythink Libraries of Adams County, Colorado; Edmonton (Alberta) Public Library; Loudoun County (Va.) Public Library; University of California/Santa Cruz Library; and Worthington (Ohio) Libraries.

With continuous support from the H. W. Wilson Company since 1946, the JCDs are the longest-running sponsored awards given by the American Library Association. The winners will be honored at a reception at the 2011 ALA Annual Conference in New Orleans, June 23–28, and each will receive a \$5,000 grant from the H. W. Wilson Foundation. The contest is administered by the Public Relations and Marketing Section of ALA's Library Leadership and Management Association.

The dough of Deadheads

Many academics consider JCD a public library award. However, the University of California/Santa Cruz Library wowed the judges with a fabulously successful campaign to build a Grateful Dead archive.

The library received an \$8 million



A pop-up inside a faux record-album cover evokes the DeadHead experience, leaving the fundraising pitch to literature stashed inside the “record” sleeve.

donation of comprehensive Deadhead memorabilia from surviving band members. However, funds were needed to catalog the collection and make it available to the public. The university developed three goals: to reach out with targeted fundraising, to achieve “academic and cultural credibility” for the collection, and to build a Facebook fan base. A unique collector’s item, a faux vinyl-album sleeve (whose overall presentation earned the nickname of “the Grateful Dead pizza box”) was sent to selected potential donors. The label noted: “The Music, The Memorabilia. All We Need Now Is the BREAD.” A singing pop-up centerfold housed a hard drive with a catalog of 200 Grateful Dead songs. Approximately 25 do-

nors jumped at the opportunity to participate at the \$5,000–\$35,000 level. Campaign highlights included a major exhibit at the New York Historical Society, accompanied by tie-dye-designed lights atop the Empire State Building and phenomenal mainstream media press coverage.

The archive has reached over 150,000 people, garnered more than 50,000 Facebook friends, and raised an astounding \$1,379,674 in donations.

Anythink, anytime

“Anythink” is the revolutionary Rangeview Library District in Adams County, Colorado. A winning tax levy positioned this traditional 20th-century library for 21st-cen-

tury superstardom. Total rebranding, coupled with a vigorous customer service policy, increased the number of active cardholders by 18%. The library was energized by a manifesto noting that staff, trustees, and volunteers are: “Part Wizard, Part Genius, Part Explorer.” This wasn’t just bureaucratic mumbo jumbo. A whopping 42% increase in visits, coupled with a 67% increase in circulation, also garnered Rangewalk a 2010 National Medal for Museum and Library Service from the Institute of Museum and Library Services.

Spread the words

Many libraries subcontract marketing and often abdicate campaign responsibility to consultants. Alberta’s Edmonton Public Library is a prototype for sensible integration of outsourced and in-house marketing.

A dynamic rebranding featured a stylish new logo and a catchy slogan. “Spread the Words” took the library to the streets with an innovative guerilla marketing campaign complete with a “flasher” in a trench coat who walked around town and flashed a library T-shirt. Director Tina Thomas was pleased that, in a post-campaign survey of approximately 2,800 individuals, over 75% of respondents agreed that they preferred the new brand and logo. A video on Edmonton Public Library’s YouTube page featured empowered staff touting the campaign.

Find yourself here

Ohio’s Worthington Libraries also won for a distinctive rebranding effort called “Find Yourself Here” that informed patrons that “No matter what you’re looking for, you can find it at Worthington Libraries!” From social media to library gear to print, the library was positioned as an exciting and inviting destination. Worthington Libraries moved from inconsistent marketing to a clearly

defined contemporary look. Through total branding of all library communications—including print, electronic, and social media, community engagement, and staff support—the campaign has been effective in positioning the library as not only a source for information, but as an inviting destination with something for everyone. Bright graphics, a positive attitude, and a sense of community laid the groundwork for this successful campaign. Leaving nothing to chance, a staff communications manual clearly articulated appropriate use of the brand. Impressive statistical results capped the award. The evaluation noted that the number of registered borrowers increased 23% and website traffic increased 16%.

The ultimate poetry slam

Many libraries have done “One Book One Community” programs. Loudoun County (Va.) Public Library both expanded and targeted the concept with a year dedicated to poetry, called “Try Poetry 2010.”

Breaking boundaries, the library encouraged the residents of the fastest-growing community in the nation to keep reading until—to paraphrase Emily Dickinson—they found a poem that made them feel as if the tops of their heads were taken off and their bodies were so cold no fire could ever warm them. There were lots of live poetry events featuring local artists and community members, as well as multi-award-winning author Nikki Giovanni. A *Washington Post* feature showcased library Poet-in-Residence Kwame Alexander leading high school students through the publication of their work. Community members shared favorite poems in a variety of languages both in person and on YouTube. Residents in the Loudoun County Juvenile Detention Center were also an integral component of the program that celebrated the “borderless conversation” of poetry.



The cookbook collection is featured on one of a series of posters promoting all the intellectually delectable “finds” available at Worthington (Ohio) Libraries.

A total of 110 poetry programs were presented in the community.

Winners all

There have been many memorable entries over JCD’s 65 years. A small-town Texas librarian perched on the courthouse roof seeking increased funding. ZZ Top serenading students at an academic library. Garfield the cartoon cat becoming an official elementary school mascot with permission of creator Jim Davis.

In 2011, rebranding is in and large galas, grand openings, and lavish programs are out. Staffs and supporters sported logo T-shirts and caps that built morale and sold the brand. Libraries relied on everything from word-of-mouth marketing to social media to position their libraries and capture market share. The five very different libraries chosen for this year’s John Cotton Dana Library Public Relations Award all offered clearly articulated, groundbreaking examples of library marketing that fit the tone for 2011. ■ JUDITH GIBBONS is a judge for the John Cotton Dana Library Public Relations Awards.

Currents

■ In March **Maxine Allen** retired as director of the McCune Osage Township (Kans.) Library.

■ **April Anderson** was appointed university archivist for the Dr. Jo Ann Rayfield Archives at Illinois State University in Normal on April 11.

■ March 25 **Doug Bean** retired as director of Midletown (Ohio) Public Library.

■ September 1 **Jean Berg** will retire as director of Barry-Lawrence Regional Library in Monett, Missouri.

■ **Michelle Cervantes** became director of Round Rock (Tex.) Public Library March 16.

■ In March **Alyssa Cleland** became director of Angie Williams Cox Public Library in Pardeeville, Wisconsin.

■ **Carrie Cooper** has been appointed dean of university libraries at the College of William and Mary in Williamsburg, Virginia, effective August 1.

■ **Susan Covington** retired as manager of the El Dorado Hills branch of El Dorado County (Calif.) Library March 31.

■ Effective June 1 **Stephanie Dennis** will become director of the Carmi (Ill.) Public Library.

■ June 30 **Gale Etschmaier** will become dean of library and information access at San Diego State University.

■ **Diane Fulkerson** joined the University of South Florida Polytechnic Library in Lakeland as education and social sciences librarian April 1.

■ July 1 **Susan Gibbons** becomes Yale University Librarian in New Haven, Connecticut.

■ April 15 **Mary Giunta** was named director of the Social Sciences Libraries at Columbia University in New York City.

■ In March **Janette Gordin** retired as reference librarian at Morton (Ill.)



Michelle Cervantes



Gale Etschmaier



Dottie Hiebing



Will Owen

Public Library.

■ In March **Dottie Hiebing** retired as executive director of the Metropolitan New York Library Council.

■ March 31 **Georgiana Huizenga** retired as director of Harris-Elmore (Ohio) Public Library.

■ August 31 **Betty Johnson** will retire as director of duPont-Ball Library at Stetson University in DeLand, Florida.

■ **Diane Jones** retired May 1 as children's librarian at Coshocton (Ohio) Public Library.

■ May 1 **Tom Jones** retired as director of Bismarck (N.Dak.) Veterans Memorial Public Library.

■ Effective August 16 **Heidi Julien** will become director of the School of Library and Information Studies at the University of Alabama in Tuscaloosa.

■ **Leora Kemp** retired March 31 as librarian and archivist at the University of North Texas at Dallas.

■ In late March **Ruth Kowal** retired as director of administration and finance at Boston Public Library.

■ **David McKay** was appointed executive director of Boston Public Library Foundation May 4.

■ **Carol McKey** will retire as director of Morrison-Reeves Library in Richmond, Indiana, October 1.

■ **Donna Miller** became director of the Lucy Robbins Welles Library in Newington, Connecticut, April 4.

■ March 1 **Will Owen** became associate university librarian for technical services and systems at the University of North Carolina at Chapel Hill.

■ **Kim Potter** retired April 15 as director of Redford Township (Mich.) District Library.

■ April 4 **Bridget Quinn-Carey** became chief operating officer of Queens (N.Y.) Library.

■ **Janet Raven** retired April 1 as librarian of Aspen Elementary School in Thousand Oaks, California.

■ **Cora Mae Reid** retired April 8 after 57 years as library clerk in the cataloging department of the William R. and Norma B. Harvey Library at Hampton (Va.) University.

■ August 1 **James Rettig** will become library director and associate dean for information services at the U.S. Naval Academy in

CITED

- April 14 **Barbara Ford**, director of the Mortensen Center for International Library Programs at the University of Illinois at Urbana-Champaign, received UIUC's Sheth Distinguished Faculty Award for International Achievement, recognizing her work in teaching, research, and public service in the international arena.

Annapolis, Maryland.

■ In April **Maureen Slane** retired as children's librarian at Prosser Public Library in Bloomfield, Connecticut.

■ **Jacquelyn Slater** became librarian of the Western History Collections at the University of Oklahoma in Norman April 1.

■ In April **Anne Slaughter** was appointed virtual services manager at Oak Park (Ill.) Public Library.

■ Effective July 1 **Denise Stephens** will become university librarian at the University of California, Santa Barbara.

■ June 1 **David Stern** will become associate dean for public services at Illinois State University in Normal.

■ In July **Mark Stover** will become dean of the Oviatt Library at California State University in Northridge.

■ **Judith Sutton** retired May 6 as head of children's services at Mt. Lebanon (Pa.) Public Library.

■ **Lana Thelen** became college librarian at Relay School of Education in New York City April 26.

■ **GladysAnn Wells** retired March 25 as state librarian of the Arizona State Library, Archives, and Public Records in Phoenix.

■ March 7 **Jennie Wiley**



Bridget Quinn-Carey



Judith Sutton

OBITUARIES

■ **Helen M. Abig**, 81, librarian at Newark (N.J.) Public Library from 1947 until her retirement in 1962, died March 26.

■ **Mildred E. Lake Agor**, 91, died March 31. She served as children's librarian at the Ellenville (N.Y.) Public Library from 1959 to 1977.

■ **Julia Allen**, 64, director of the Carnegie Free Library in Connellsville, Pennsylvania, since the early 1970s, died March 6 after an extended illness.

■ **Patricia W. Berger**, 84, 1989-90 ALA president, died March 27 from complications following a fall. She received the 1984-85 Federal and Armed Forces Libraries Round Table Achievement Award, recognizing promotion of library and information service and the information profession in the federal community. As ALA president, she appointed the committee that drafted ALA's Preservation Policy. In 1992, she was elected to the board of the Freedom to Read Foundation.

■ **Dennis Bruce**, 67, died February 22 after a long battle with Parkinson's disease. He headed Spartanburg County (S.C.) Public Libraries for 25 years, until his retirement in 2000, and oversaw the opening of six branches throughout the county.

■ **Marguerite Carden**, 83, former assistant director of Miami-Dade Public Library System, died on March 30.

■ **Carlyne McCallister**, 84, died on March 2. She was a special services

librarian in the U.S. Army during the Korean War and later served as a faculty librarian and founded the education collection at Millar Library at Portland (Oreg.) State University. In 1979, she joined the librarian faculty at Kuwait Institute for Scientific Research and became the manager of the library's retrospective conversion project.

■ **Frank McGowan**, 79, died March 8 due to respiratory failure. McGowan served as director of acquisitions and overseas operations for the Library of Congress in Washington, D.C., until his retirement in 1982.

■ **Elizabeth Meehan-Black**, 62, head of order management and assistant head of the monographic services department at the University of North Carolina at Chapel Hill Library, died March 2 after a battle with cancer. She joined the library staff in 1986 as head of bibliographic searching and held a number of management positions at the library.

■ **Ursula Meyer**, 83, director of library services in the Stockton-San Joaquin County (Calif.) Library System from 1974 until her retirement in 1994, died April 15. Meyer served as president of the California Library Association in 1978, and on the ALA Council from 1974 to 1979.

■ **Genevieve Neu**, 81, who served as a librarian for a number of years at Southern Tier Library System in Corning, New York, and later as director of Cohocton (N.Y.) Public Library, died March 17.

became director at West Dennis (Mass.) Library.

■ In March **Barbara Wolfe** was appointed head librarian at Camarillo (Calif.) Public Library.

At ALA

■ April 15 **Jessica Horvath** left ALA as library technician for the headquarters library.

■ April 29 **Nancy Sbona** left *Choice* as senior administrative assistant.

■ **Laura Tillotson** left as editorial director for *Booklist* April 15. ■

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

A Facility Forever Young

Kids' comfort rules in Cedar Rapids's library plans

by Jennifer Burek Pierce

What do young people want? When it comes to library space, they're inclined to seek sophisticated yet comfortable areas. In a focus group that gave teens the opportunity to advise librarians and architects charged with designing the new Cedar Rapids (Iowa) Public Library, their wishes were simple: Skip the clashes of color that might be considered cool or edgy, Library Director Bob Pasicznyuk recalls them saying.



Skip the clashes of color that might be considered cool or edgy. Instead, teens want the atmosphere of a coffee shop.

Instead, these Cedar Rapids teens said they wanted a dynamic space that evokes the atmosphere of a coffee shop. More than video games, these teens talked about "lots of great books" as a feature of young adult space, Pasicznyuk said.

The work of OPN Architects, Inc. will allow the teens of Cedar Rapids to have all this and more.

As recovery from the 2008 flood that closed the library's main site progresses, ideas about delivering youth services have been central to planning a new facility. In the new library, to be built downtown along the edge of Green Square Park and across from the city's original Car-

negie library, a third of the floor space is allotted for young adult and children's areas. A library's values should be reflected in its use of space, Pasicznyuk explained, and meeting young people's developmental needs is a service priority for CRPL.

Both children's and young adult spaces will be on the first floor, and floor-to-ceiling glass walls will make the collections visible to patrons as they approach the facility, architect Bradd Brown said. In designing the children's room, Brown and his colleagues considered how a young child's use of a library differs from that of a preteen.

The result: The children's room has four zones suited to different ages. While a parent and a young child might want to read in chairs ringed by low-height bookshelves, an older child might be more inclined to other activities. One clever feature is a magnetic chalkboard wall that might be used by children or by librarians during storytime. Architect Mindy Sorg and Pasicznyuk predict that lava lamp-like circles on the floor, which change colors when stepped on, will be popular.

Homepage and hearth

A distinctive element, Sorg noted, is a room set aside for a community organization, the Community Early Literacy Institute. Pasicznyuk described the collocation of services as a way of offering "one-stop shopping for literacy to the community."

The young adult area, he noted wryly, has been "strategically placed by the coffee shop." Also nearby will be spaces for media use, such as laptop counters. Together, these features should support the sense of bustle and activity that teens in the focus group talked about, Pasicznyuk predicted. A flue-less, and therefore moveable, fireplace will help create the desired comfort factor (adult readers will have a fireplace of their own, too). Low-height shelving will be placed around the circumference of the room to further facilitate flexible use of the space, Brown said.

In addition to thinking about all the things that young adults want and young children need, Pasicznyuk and OPN have thought about another aspect of young people's lives—their future. "We wanted to create a design that would stand the test of time," Brown said. That goal has been conceived broadly, with attention to the environment as well as the facility itself. The building is designed to meet the highest LEED certification criteria, with a green roof terrace and cisterns to contain stormwater on site.

Through creative and challenging perspectives on service to the community, the new Cedar Rapids Public Library stands to shape the lives of its users in more ways than one. ■

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



Are you a **P**rogramming Librarian?

Do you constantly look for opportunities to bring scholars, musicians, artists and authors to your library?

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Development of ProgrammingLibrarian.org is funded by a grant from the Institute of Museum and Library Services to the ALA Public Programs Office, which promotes cultural programming as an essential element of library service.



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We Never Close

The honor system works for one college library

by Brian Mathews

Imagine that your library building is open 24/7 with no overnight staff or security gates. What if trusting patrons to abide by the honor system actually worked? That's the reality at Marlboro (Vt.) College's Rice-Aron Library, where an open-door policy has been in effect for decades.

At Marlboro College, a private liberal arts institution founded in 1946 on two farms in rural southern Vermont, students develop a personalized Plan of Concentration. With 300 students and 40 faculty members, the educational culture is very intimate.

Emily Alling, who describes herself as a practitioner-administrator, is the library's director. She is involved with day-to-day tasks, such as teaching, processing requests, and cleaning up messes, but also oversees the larger strategic vision. One of the most pivotal places she spends her time is the monthly Town Meetings where campus decisions are discussed and voted upon by students, faculty, and staff.

Each semester Alling approaches this governing body with a list of books that have gone missing and there is a vote taken to purchase replacements, which always passes. "The money comes from either student activities fees or from the washer/dryer fund," Alling shared. "It's a way for the community to bear some of the costs of our open system, as well as enjoying the fruits of it."

Alling runs the library along with another librarian and two staff posi-

tions, and a handful of student assistants. She uses a cooperative style of leadership where information is frequently shared and discussed, and the team explores all possibilities.

This approach has led to some creative decisions. An example is the design of a new instruction space, which occupies what used to

be a large circulation desk. By adding stools, laptops, and a projection system, Marlboro

transformed this underused service point into a critical interaction spot where faculty teaches classes and works with students on their assignments. Dubbed the "Research Bar," the space has become a favorite of several faculty who use it for informal sessions.

Another transition has been a move toward open source software. "Systems are very expensive and end users don't get excited about the catalog. What they really want is a particular book or an article." The library has made an effort to shift money away from proprietary tools and toward content. "The principles and economics of open source trumped the small amount of functionality that we had to sacrifice."

In the summer of 2010, the library adopted Koha as its integrated library system. It uses CUFTS and GODOT for serials management and for link resolving, runs Linux

on library computers, and promotes Zotero for citation management.

Open access scholarly materials also play a significant role. "Many vendors begin pricing products around 3,000 FTE and since we only have 300 students it can be challenging for our budget," Alling noted. The library relies heavily on free

discovery tools and instead invests in speedy access to content through interlibrary loan and on-demand purchasing.

Alling oversees all article requests herself and starts by checking academic repositories. She often sends thank-you notes to authors who deposit their works online. "It's important for authors to know that their papers are reaching an audience who otherwise might not have had access to them."

What's inspiring about the Rice-Aron Library is its openness: the open building, the belief in patrons honoring the privilege of the collection, the instruction sessions held out in the open for all to see and learn, and the leap to open source tools as suitable replacements for commercial systems. While many libraries talk about transparency, this is one that actually lives it. ■



While many libraries talk about transparency, this is one that actually lives it.

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

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Librarian's Library

The Road to New Librarianship

by Mary Ellen Quinn

The word *atlas* generally conjures up a road trip, and R. David Lankes traveled to “29 locations on three continents” to put together *The Atlas of New Librarianship*. But his atlas is more about data than maps—data collected from a variety of sources and providing the basis for “new librarianship,” by

which he means “the mission of librarians is to improve society through facilitating knowledge creation in their communities.”

The atlas maps the six major concepts contained in this statement, offering for each a visual representation and then discussions of related ideas called “threads.” Following this are 140 “agreement supplements” that provide additional ideas, examples, conversation starters, resources, and more. In mapping a future direction for librarianship, Lankes gives us plenty to think about. The work is copublished by MIT Press and ALA’s Association of College and Research Libraries. INDEXED. MIT PRESS. 408P. \$55. 978-0-262-01509-7.

A Compendium of Communication

The need to transmit and process information efficiently has given rise to technologies from talking drums to alphabets, from Charles

Babbage’s difference engine to Vannevar Bush’s differential analyzer, from the telegraph to the internet. In *The Information*, James Gleick shows how many of the information-related concepts that we now take for granted evolved. This is an ambitious book that ranges over many disciplines and can be read on



many levels. Not being a mathematician, I read it for the historical aspects, and for insights about the problem-solving approaches of visionaries like Babbage, Samuel Morse, and Claude Shannon, the Bell Labs researcher (and wartime cryptologist) who essentially created information theory. It’s part of



NEW FROM ALA

However much one learns while studying for that MSLS degree, some skills are learned on the job—perhaps with the help of a guide like *Be a Great Boss: One Year to Success* by Catherine Hakala-Ausperk. Part of the ALA Guides for the Busy Librarian series, the book provides a month-by-month program, starting with “Attitude” and ending with “Your Future.” In between are short chapters on hiring and firing, customer service, planning, budgeting, and other familiar management topics. Each chapter includes a worksheet. Though this won’t take the place of more in-depth guides, it offers a digestible approach to the basics.

INDEXED. 252P. \$50. 978-0-8389-1068-9



The practice of coaching in organizations has grown tremendously since the first edition of Ruth F. Metz’s *Coaching in the Library: A Management Strategy for Achieving Excellence* was published in 2001.

The new edition has been updated with new forms. It also adds an annotated list of best resources, reflecting the proliferation of coaching resources over the past few years. Metz believes that coaching is about more than problem-solving, and her guide shows how it can be applied by libraries on a

broader scale to improve organizational effectiveness.

INDEXED. 112P. \$50. 978-0-8389-1037-5



There are fewer and fewer print dictionaries, but language lovers can take heart.

Gleick's skill as a writer that he can make abstract notions more concrete by putting a human face on them.

INDEXED. PANTHEON BOOKS. 526P. \$29.95. 978-0-375-42372-7.

Volumes of Vernacular

There are fewer and fewer print dictionaries, and in fact the *American Heritage Dictionary of the English Language*, once considered a mainstay of the dictionary collection, seems to have altogether disappeared. But language lovers can take heart in the publication of a new and wonderful resource, the three-volume *Green's Dictionary of Slang*, compiled by British lexicographer Jonathon Green. It's based on historical principles, meaning that, like the *Oxford English Dictionary*, it traces more than 100,000 words or phrases back, as far as possible, to their first use. And speaking of the OED, a new version of *Oxford English Dictionary Online* was launched late last year, so dictionary fans have plenty to celebrate. ■

OXFORD UNIVERSITY PRESS. 6,000P. \$450. 978-0550-10440-3.



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

ROUSING READS

THE ANCIENT WORLD

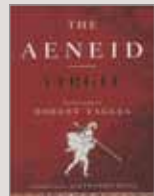
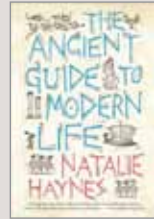
Every year, in late March and early April, I'm consumed with putting together *Booklist's* annual Mystery Showcase issue. For more than a month, my mind is clogged with crime novels: reading them, writing about them, editing what others have written about them, etc. But when that issue finally sleeps its Big Sleep, I run as far as I can from all things mystery—at least for a while. I watch golf on TV, I cook, I even do the laundry, and when I read, I read nonfiction—something that has absolutely nothing to do with the crime genre. This habit leads me to some very unlikely books. Take this year. Had I not been in my run-away-from-mystery frame of mind, I'm sure I would never have picked up Natalie Haynes's *The Ancient Guide to Modern Life*.

I'm no classicist. The only Latin I know is "veni, vidi, vici," and that's because it keeps popping up in crossword puzzles. But I am a Homer buff, having read Robert Fagles's translation of *The Iliad* not that long ago and then listened to Derek Jacobi's absolutely entrancing reading of the epic on audio. So Haynes's title caught my eye, and I'm very glad it did. The author is a British television commentator, a stand-up comedian, and a devoted student of the classics, and she has produced a delightfully entertaining and enlightening guide to the ancient world. In a jaunty, freewheeling style more akin to a comic monologue than a discourse on the classics, she moves through various overarching subjects (politics, law, religion, women, the arts, money), both describing how each was approached in the classical world and reflecting on what the attitudes and actions of the Greeks and Romans can tell us about our own behavior in the very different (but shockingly similar) modern world.

Along the way, tasty anecdotes drop from the pages as readily as grapes falling into a toga-clad hedonist's mouth. Take, for example, the Roman satirist Juvenal ranting that what makes Rome intolerable in August isn't the heat or the teeming crowds; no, the really offensive part about Rome in August is the overabundance of bad poets wandering about reciting verses. Sounds like a street fair I attended in Chicago not long ago.

Then there's the matter of Odysseus and the Cyclops Polyphemus. Sure, I remember the story from *The Odyssey*, but I'd forgotten the part about how Odysseus, before blinding the Cyclops, identified himself as a guy named No One. Then, when the blinded Cyclops shouts for help, he bellows that No One has hurt him. His buddies, the other Cyclopes, don't get it. Why make such a fuss about not being hurt? Who knew that Abbott and Costello stole the whole premise for "Who's on First?" from Homer!

Haynes has really sparked my interest in all things classical. Could this be the moment when I finally tackle *The Aeneid*? Or will I slip back into my comfort zone and dig into more crime novels? Keep reading this column, and you'll find out soon.



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

Solutions and Services

graphics.kodak.com

Kodak introduces the new Kodak Picture Saver Scanning System PS450. The walk-up photo-scanning system can be used to create photo books, calendars, digital slide shows, T-shirts, and other mementos. PS450 includes intuitive software



that helps guide consumers and track order amounts as they scan and enhance their images. The Kodak Picture Saver System scans up to 30 pictures per minute at a resolution of 300 dpi. Image-enhancing features include Kodak Perfect Touch Technology, red-eye removal, auto-deskew, auto-cropping, image rotation, and auto-

sharpening. Once scanned, the included Kodak Picture Saver Scanning Software enables users to burn images to a variety of media, including CD, DVD, Kodak Picture CD, and portable USB drives. Payment is enabled by an included tabletop device that accepts major credit and debit cards. PS450 comes with a Scanning Event Promotion Kit, which includes both electronic and print marketing materials to assist with the promotion of the new service to clients. Libraries can benefit from a customized photo solution that allows the opportunity for library self-funding, which increases customer engagement in their communities.

barcodespot.com

Barcode Spot introduces the Numa NU-2111ZB Wireless Barcode Scanner Kit. The cordless scanner can scan up to 270 times per second and has a secure range of up to 100 meters. Features include plug-and-play installation as a wireless USB device and 60,000 scans per charge in the cradle-free, USB-based charging system.



cengage.com/mindtap

Cengage Learning has launched MindTap, a web portal that assembles all of a student's course materials in one spot for



easy access. It can help streamline administrative tasks for instructors and gives them the ability to easily update course materials

in real time. Instructors can track students' use, activities, and comprehension, which provides opportunities for early intervention to influence progress and outcomes. MindTap functions through a library of learning apps, many of them customizable by student or instructor, with functions such as online tutoring, plagiarism checking, and social media integration.

apa.org/pubs

The American Psychological Association (APA) has announced the addition of a new dictionary feature in PsycARTICLES when accessed through the APA PsycNET search platform. From within the full-text HTML display, APA PsycNET users can click underlined terms in PsycARTICLES to view a pop-up window containing the definition. Approximately 20,000 terms from the *APA Dictionary of Psychology* have been tagged and integrated to help users better understand the content they are viewing. This will be helpful for undergraduate students or interdisciplinary researchers who might not be familiar with certain general or specialized psychological terminology.



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

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CASE STUDY

DIRECTING WITH GIS

Tufts University's Tisch Library in Medford, Massachusetts, houses the majority of the system's 1.2 million volumes. The library facilities include a student café, offices, group-study rooms, research areas, and a media lab. In addition, the library has an active research instruction program and offers both one-on-one consultations and an instant messaging reference service. With additions to special collections, Tisch Library continues to grow and evolve. The need to provide supplemental materials when new courses are introduced at the university and the management of its facilities and resources is a significant concern for university library administrators.



Tisch Library

Recognizing the need to better manage both its facilities and its collections, Tufts Library administrators enlisted a team of university employees including Thom Cox, technical project manager, and Patrick Florance, GIS center manager, to help develop and implement a geographic information system (GIS)-based library information system that incorporated the library's existing data management programs. Says Florance, "The Tufts University Information Technology

[UIT] group partnered with Tisch Library Information Technology Services [LITS] to create L-SIMS [Library Spatial Information Management System], a fully functioning, 3D GIS-based view of the interior space of the library that merges databases from LITS, facilities management, and various library collections."

L-SIMS assists the reference librarians in their efforts to direct students to the resources in the library as well as to develop plans for facilitating disaster planning, determine the location and contents of special collections, and access the availability of computer resources. The Tufts GIS center used ArcGIS to generate high-quality maps, and key library staff were trained in ArcGIS software to become users and data

stewards of the new system. Adds Cox, "The ability to quickly generate high-quality maps is one of the greatest benefits of using L-SIMS. Detailed floor maps are posted on each floor of the library that indicate the location of various book collections, as well as important emergency information such as exits, panic buttons, and fire extinguishers. When library resources are altered, the maps must be re-created to reflect those changes."

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Application and nomination of minority candidates are strongly encouraged. The University of Kentucky is An Equal Opportunity University.

Research and Instruction Librarian/The Latin American Library Howard-Tilton Memorial Library Tulane University

Howard-Tilton Memorial Library invites applications for the position of Research and Instruction Librarian at The Latin American Library (LAL). The library seeks to build its professional staff by recruiting talented, energetic librarians interested in shaping the future of Tulane University and New Orleans. The LAL Research and Instruction Librarian will combine a strong service orientation with an interest in collection development, outreach, and reference to ensure that the Latin American Library maintains and builds upon the high level of collections and user services for which it is renowned. **POSITION SUMMARY** The Latin American Research and Instruction Librarian develops reference services and instructional programs for the Latin American Library in consultation with the Director. S/he combines research expertise, information fluency, instruction and outreach with collection development in Latin American Studies. With LAL bibliographers, s/he serves as liaison to relevant campus faculty, departments and programs, seeking ways to engage students and faculty with library collections, and coordinates activities with other library instruction programs on campus. The LAL Research and Instruction Librarian also shares collection development duties including management of the book budget for Latin American Studies. S/he serves on library committees and actively participates in national and international professional and scholarly associations. **QUALIFICATIONS Required:** ALA-accredited MLS/MLIS/MA or its equivalent and a degree in a relevant subject area; or advanced degree in a relevant subject area and professional experience in an academic library; excellent command of Spanish and/or Portuguese, spoken and written; knowledge of the history, politics, economics, literatures and cultures of Latin America; familiarity with electronic resources and reference tools for Latin American and Iberian Studies; excellent interpersonal and communications skills and a proven record of working well in a team and with the public. Salary/Benefits: Rank and salary commensurate with experience, minimum Librarian I; benefits including a choice of health plans, tuition waiver for self, and undergraduate tuition waiver for dependents. Environment Tulane University is an AAU/Carnegie Research Institution and ranked by U.S. News and World Report among the top fifty national universities in the United States. The university is located in beautiful uptown New Orleans where it borders the St. Charles Avenue streetcar line and Audubon Park. Howard-Tilton Memorial Library is the university's main library with an ARL research collection of more than four million titles. Founded in 1924, Tulane's Latin American Library is

one of the foremost collections of Latin American research materials in the world and one of only three stand-alone Latin American research collections in United States universities. The Library houses more than 460,000 volumes, including over 500 current periodical subscriptions, a growing number of electronic resources, and an impressive collection of over 14,000 rare printed materials, over 4,000 linear feet of manuscripts, including 18 post-contact Mesoamerican painted manuscripts, 2,000 rubbings of Maya relief sculpture, an archive with over 54,000 images, maps and other special collections. While the Library continues to emphasize its traditional strengths in Mesoamerican history, anthropology and archaeology, it has major holdings relevant to all other social science and humanities disciplines and the entire region, particularly the circum-Caribbean. Throughout the academic year the LAL has a lively schedule of exhibits, invited speakers and other special events that highlight the library's collections. For more on the Library's collections, services and programs visit <http://lal.tulane.edu/> To Apply Review of applications will begin immediately and will continue until a suitable candidate is selected. **To ensure full consideration, applicants must supply a letter of application, resumé, and names with full contact information of at least three professional references via email to Andrea Bacino (abacino@tulane.edu) or mail to Tulane University Howard-Tilton Memorial Library Attn: Andrea Bacino 7001 Freret St. 2nd floor New Orleans LA 70118 Tulane University is an AA/EO Employer. Women and minorities are encouraged to apply.**

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**Curator of Special Collections
The Latin American Library
Howard-Tilton Memorial Library
Tulane University**

Howard-Tilton Memorial Library invites applications for the position of Curator of Special Collections at The Latin American Library (LAL). The library seeks to build its professional staff by recruiting talented, energetic librarians interested in shaping the future of Tulane University and New Orleans. The LAL Curator of Special Collections will combine a strong service orientation with collection development, outreach, and reference to ensure that the Latin American Library builds upon the high level of collections and user services for which it is renowned.

Position Summary: The Curator of Special Collections at the Latin American Library is a service-oriented professional with a strong background in the languages, socioeconomic conditions, history and cultures of Latin America and the Caribbean. The curator has primary responsibility for the organization, cataloging, preservation and access to the LAL rare books, manuscripts, visual and ephemeral materials, in consultation with the Director. S/he coordinates LAL digitization projects in collaboration with the LAL Director and web staff. The curator shares with LAL bibliographers collection development and reference duties for all LAL collections, and participates in long-term planning for preservation and access of the collections. S/he also serves on library committees and actively participates in national and international professional and scholarly associations.

Qualifications: Required: Master's degree from an ALA-accredited institution or its equivalent and a degree in a relevant subject area, or advanced degree in a relevant subject area and professional experience in an academic library or archive; excellent command of Spanish and/or Portuguese, spoken and written; knowledge of the history, politics, economics, literatures and cultures of Latin America; familiarity with archival procedures and practices; excellent interpersonal and communications skills, and a proven record of working well in a team and with the public.

Salary/Benefits: Rank and salary commensurate with experience, minimum Librarian I; benefits including a choice of health plans, immediate tuition waiver for self, and undergraduate tuition waiver for dependents.

Environment: Tulane University is an AAU/Carnegie Research Institution and ranked by U.S. News and World Report among the top fifty national universities in the United States. The university is located in beautiful uptown New Orleans where it borders the St. Charles Avenue streetcar line and Audubon Park. Howard-Tilton Memorial Library is the university's main library with an ARL research collection of more than four million titles. Founded in 1924, Tulane's Latin American Library is one of the foremost collections of Latin American research materials in the world and one of only three stand-alone Latin American research collections in United States universities. The Library houses more than 460,000 volumes, including over 500 current periodical subscriptions, a growing number of electronic resources, and an impressive collection of over 14,000 rare printed materials, over 4,000 linear feet of manuscripts, including 18 post-contact Mesoamerican painted manuscripts, 2,000 rubbings of Maya relief sculpture, an archive with over 54,000 images, maps and other special collections. While the Library continues to emphasize its traditional strengths in Mesoamerican history, anthropology and archaeology, it has major holdings relevant to all other social science and humanities disciplines and the entire region, particularly the circum-Caribbean. Throughout the academic year the LAL has a lively schedule of exhibits, invited speakers and other special events that highlight the library's collections. For more on the Library's collections, services and programs visit <http://lal.tulane.edu/>

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**Tulane University
Howard-Tilton Memorial Library
Attn: Andrea Bacino
7001 Freret St. 2nd floor
New Orleans LA 70118**

Tulane University is an AA/EO Employer. Women and minorities are encouraged to apply.

My Professional Heroes

Let's hear it for the front-line grunts who make service happen

by Will Manley

When I hear the term “movers and shakers,” I think of Donald Trump, Steve Jobs, Sarah Palin, and Hillary Clinton. These are the innovators, power brokers, and pioneers that move us to places where we haven't been and don't necessarily want to go. They are the catalysts who wake us from our slumbers and give us a good push out of our comfort zones. They are more than just leaders: They are agitators and change agents.

Ten years ago, when *Library Journal* unveiled a new set of annual librarian awards called “Movers and Shakers,” I was delighted. The little-known reality is that librarians have not only endured but actually embraced each new wave of communications technology, and are barely recognizable from their rubber-stamp and card-catalog days. Clearly there's been a lot of movin' and shakin' going on. So why not cele-

brate those who push us out of our professional comfort zones?

Still, I don't think the M&Sers are librarianship's most important people. That honor would go to the “plodders and toilers,” or if you prefer, the worker bees. There's a lot of grunt work to be done in libraries: books to be shelved, shelves to be read, books to be mended, catalogs to be maintained, storytimes to present, reference questions to deal with, and phones to be answered. These tasks may not be “edgy,” but like it or not, they are what keep us in business.

Of even greater value are the worker bees who toil nights and weekends with smiles on their faces. The absolutely worst part of management is motivating people to work odd hours. The irony, of course, is that nights and weekends are libraries' busiest times.

Given all of that, I shouldn't have been surprised to receive a number of negative comments and emails following my blog post about the Movers and Shakers award. To be pointed about the matter, it seems that many working librarians resent the award,



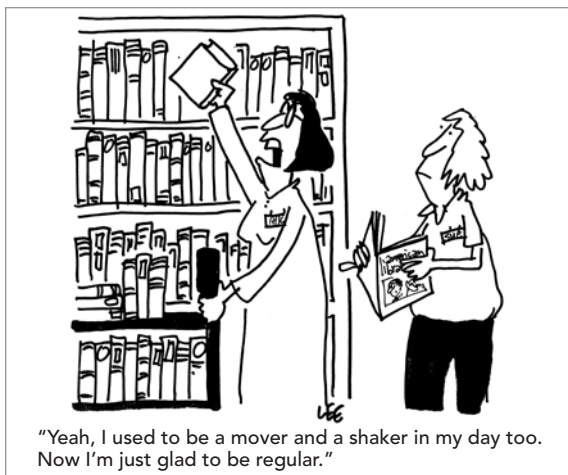
The plodders and toilers are the most important people in librarianship.

as, I suppose, is the case with any award. A winner wins, and everyone else goes home feeling, well, like a loser.

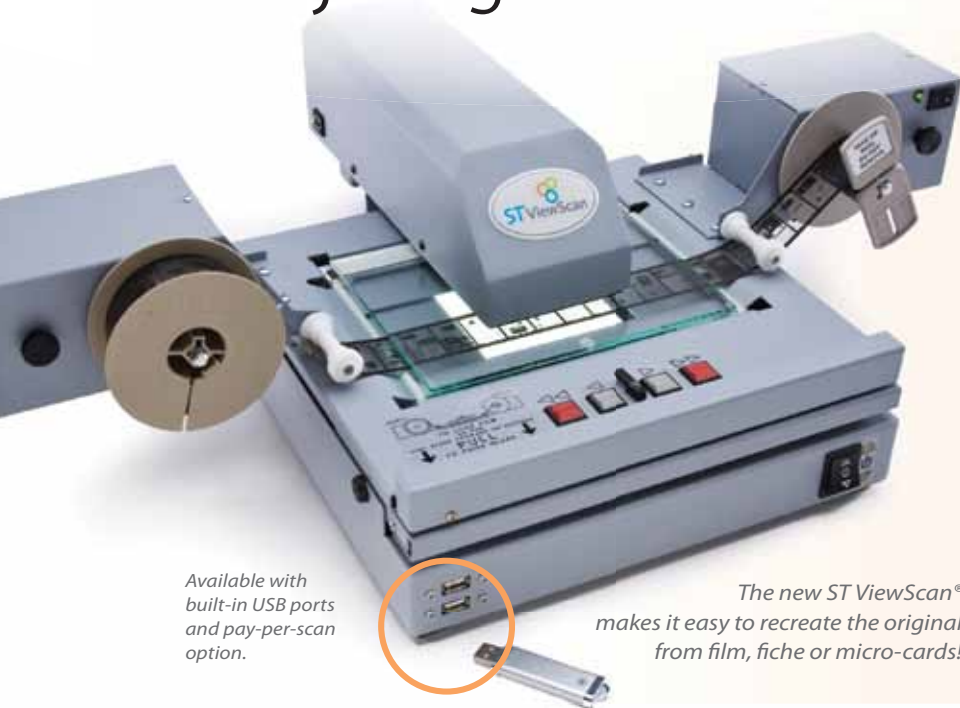
But the comments I received seem to go beyond mere disappointment. Basically they can be paraphrased in six ways:

- The Movers and Shakers Award proves nothing more than the importance of networking.
 - A mover and shaker at our library put on his desk a name plaque that said “Change Agent.”
 - While they are moving and shaking, we are serving patrons.
 - We have a mover and shaker on our staff who was fine before winning the award. Now she is a diva.
 - Thanks to this annual award extravaganza, the library world has its own little elite clique. Well, I suppose they need the recognition since there are no longer any promotional opportunities.
 - If I see the Mover and Shaker Award on a résumé, that application ends up in the circular file. I want workhorses, not show horses.
- On the other hand, you're not a real mover and shaker if you don't irritate and annoy people in order to bring about change. Every bona fide M&Ser I've known was expert at ruffling feathers and stepping on toes—not exactly traits of endearment. ■

WILL MANLEY has furnished provocative commentary on librarianship for over 30 years and nine books on the lighter side of library science. Write him at wmanley7@att.net.



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