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What You Told Us

by George Eberhart and Beverly Goldberg
Interim Editors-in-Chief

In April, we conducted an online survey of our readers, in order to find out what we're doing right and what we could be doing differently. A big thank you to the nearly 3,600 participants, who represented all types of libraries (public, academic, school, and special). You answered 31 questions about your preferred formats, and some 2,400 of you took the time to add comments to one or more parts of the survey, giving us some helpful things to consider. Your input is and will be invaluable.

Although this was not a scientific survey, we learned many things

about how you read, what you want and don't want to read, and how you prefer to receive information. In the summary that follows, we've identified some of your more frequent comments and preferences. In a nutshell:

American Libraries and AL Direct—essential, reliable, relevant.

- 79% consider *American Libraries* and *AL Direct* essential professional reading.

- *American Libraries* is rated high on reliability of information (90%) and relevance (65%).

- *AL Direct* is very highly regarded ("fabulous!" "gold!") and considered very useful. It rated high on relevance and reliability (76%) and timeliness (88%).

- 76% like to get their *American Libraries* content in print.

- Print fans want the content to be focused on articles rather than time-sensitive news (which is *AL Direct's* specialty).

- Mobile phone access is a key issue (36% say that's how they like to access content). Tablets and e-readers follow close behind.

- Many ALA members do not see a clear difference between the overall ALA website (ala.org) and the *American Libraries* website (www.americanlibrariesmagazine.org).

- Most members access the *American Libraries* website through links in *AL Direct*.

- The digital version of the magazine with page turns that we offer with each print issue was not widely known, but it did generate strong feelings about the technology on both sides of the issue. In general, it's safe to say this is not a preferred format. Some asked for a PDF version of the magazine, unaware that this option is built into the technology we use.

- In general, the message was that we can do more to distinguish the benefits and the features of our digital options.

- We also received numerous suggestions for content coverage and will be implementing many of those in the future.

Thank you for your time and ideas! We are always pleased to hear from you, through surveys, email, Facebook, or Twitter. ■

—George Eberhart, geberhart@ala.org

—Beverly Goldberg, bgoldberg@ala.org

american libraries

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CENSORSHIP watch

▲ **Censorship Watch** American
▲ **Libraries'** new blog keeps a close eye on intellectual freedom issues. In Channelview, Texas, a parent persuaded the school board to remove Dav Pilkey's *The Adventures of Super Diaper Baby* from elementary school library shelves, while in Alaska, a federal district court voided the state's "harmful to minors" internet statute as an overly broad restriction of free expression.



ASK the ala librarian

Q&A from the ALA Headquarters Library

▲ **Where can I find sample**
▲ **library policies?** There are many sources of sample policies, including state libraries and policy statements approved by the ALA Council. But remember that writing and approving policies help to define the values of an organization.

INSIDE scoop

News And Views From Inside ALA

▲ **Cover Girl Comes Forward**
▲ **American Libraries** received a surprise phone call in early July. The caller, Catherine Dooley, revealed that she was the previously unidentified woman gracing the cover of the May/June 2011 issue.



Empowering Voices

Telling the story of the transformational power of libraries

by Molly Raphael

We are living in extraordinary times. Throughout the library world, reductions in financial resources threaten our survival. At the same time, many libraries are experiencing large increases in demand and usage. In academic, public, school, and special libraries, these challenges call for all of us to work together and build a better future for all library communities.

Recent months have brought us some of the worst stories we could imagine. A prime example is the reprehensible treatment of school librarians in the Los Angeles Unified School District, where they were interrogated by LAUSD attorneys demanding proof that they are qualified to serve as teachers.

Yet, we have reason to celebrate as well, particularly voter support reflected in the outcomes of library ballot measures. As *Library Journal* reported April 1, even in this anti-tax climate, “voters overwhelmingly entrusted their libraries with their tax dollars in referenda held between December 1, 2009, and November 30, 2010. Operating revenue measures passed at a spectacular rate of 87% ... continuing a 10-year upswing. Building referenda held steady, with 55% of measures passing and the average size of the projects more than doubled to over \$9 million.”

As I begin my year as ALA president, I recognize that together we have much work to do, both in the short term—the immediate battles—as well as the long term—strategically

positioning libraries for the future.

In recent years, ALA has increased resources for advocacy to assist library communities of all types, in all places. Many of you are already using resources such as ALA's Advocacy University. One of my primary presidential initiatives,

“Empowering Voices: Communities Speak Out for Libraries,” builds on the advocacy work of recent ALA presidents, including Camila Alire's “Frontline Advocacy” and Roberta Stevens's “Our Authors, Our Advocates.”

As a librarian for 40 years, I often witnessed the impact of library users recounting stories of the transformational power of libraries in their lives. When I worked with decision-makers as a library director, I knew that even leaders who valued and supported libraries often struggled with how to fund all of their priorities. While we who worked in libraries did our best to help them understand the value of libraries, we witnessed the greater persuasive power of the stories told by library users.

For example, the father of a 3rd-grade boy who had fallen behind in reading level talked about how the library's summer reading program turned his son around so that he was reading above grade level and doing well in school. As this story was told, we observed the decision-makers ex-



One of my primary presidential initiatives, “Empowering Voices: Communities Speak Out for Libraries,” builds on the advocacy work of recent ALA presidents.

perience an “ah ha!” moment, convinced of the library's significant contribution to literacy and learning in a manner more powerful than our data and testimony.

“Empowering Voices” will develop additional tools and training for all types of libraries to assess

their respective community's strengths, to identify and recruit the most effective people to tell of the transformational power of libraries, and then to empower community members to take action and use their voices to showcase why libraries matter. Our goal is to ensure that decision-makers not only value their libraries, but also sufficiently fund them. Libraries will thrive when they are recognized as a force for transforming lives and contributing significant outcomes to the health and vitality of the communities they serve.

We look forward to hearing from you as we develop this initiative. Our success will only come from your success in library communities of all types and sizes. Please share your thoughts at molly@mollyraphael.org and stay tuned. ■

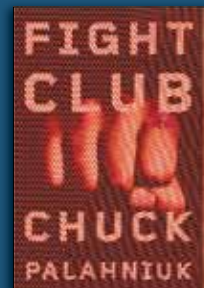
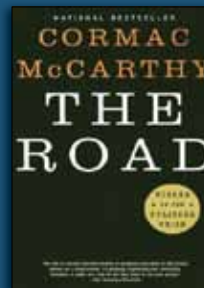
ALA President **MOLLY RAPHAEL** is the retired director of Multnomah County (Oreg.) Library and the District of Columbia Public Library in Washington, D.C. Visit mollyraphael.org. email: molly@mollyraphael.org



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Taking on Transformation

E-books, young professionals, and reinventing ALA

by Keith Michael Fields

ALA's Executive Board and governing Council discussed and acted on a series of recommendations from five special task forces.

Council's Equitable Access to Digital Content Task Force has been studying the challenges and potential solutions for improved electronic content access, distribution, preservation, and infrastructure. Their recommendations included:

- An environmental scan that brings together up-to-date information on the changing library "digital landscape," where libraries and providers stand, and emerging trends.

- An economic analysis of licensing models for e-content to flesh out the advantages and disadvantages of existing and emerging models and to inform library decision-making when acquiring e-content.

- A public relations campaign to help the public and the library community fully understand the ramifications of a leased e-book environment.

- Building awareness among persons with disabilities that libraries can help meet their information needs, working with library vendors to improve access to e-content, and supporting and encouraging usability testing with people using assistive technology.

- Facilitating and encouraging individual libraries experimenting with new ways to acquire and provide e-content to share results and "test bed" findings.

Council asked the Executive Board, the Budget Analysis and Review Committee, and the executive director to develop plans for moving ahead in this critical area. Work is already underway on several of the recommendations, including a standing group to provide leadership on digital content issues.



A key recommendation of the Chapter Relations Task Force was the development of a "State of the Chapters" report.

The Young Professionals Task Force, originally established by past president Camila Alire, presented a number of recommendations to the Executive Board relating to membership, conference experience, divisions, round tables, library and information science schools, and ALA elections. With many of the recommendations already being implemented, the group also called for a young professionals group as a permanent part of the Membership Committee.

The Chapter Relations Task Force has also been looking at ways in which state and student chapters as well as ALA can work together more effectively, and how the Association can help develop and support stronger chapters. A key recommendation of this group was the development of a "State of the Chapters report" that would make information on the chapters, their activities, and their innovative programs more widely available.

Council also discussed and ad-

opted a number of recommendations from a Presidential Task Force on Improving the Effectiveness of ALA Council. These include more

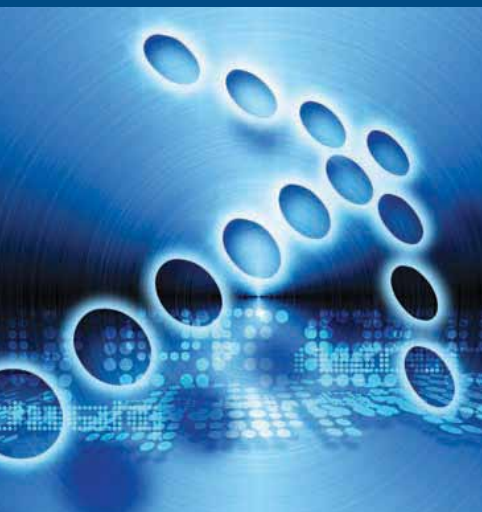
electronic discussion of issues leading up to Council meetings, a strong focus on the Association's

strategic priorities and plan, and more time for the discussion of strategic issues. Also proposed was holding the Member/Council Information Session during Annual Conference prior to the Membership Meeting to allow more member interaction with ALA leadership and additional discussion on key issues. This change will be implemented in 2012.

The Executive Board and Council also discussed a report from the Future Perfect Presidential Task Force, a group of members with limited ALA experience who were asked to think about a "perfect" ALA and its structure. They brought back a number of suggestions regarding conferences, diversity, committee service, elections, and chapters.

For more Council news, see p. 49, this issue. For more information on any of these reports, visit www.ala.org/offices and click on "Governance." ■

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



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Comment Enabled

E-books Versus OPACs

In response to Will Manley's Will's World column "Dead Trees We Have Known," AL Online, June 20. See also p. 64 this issue:

I respectfully disagree with Will Manley on the matter of e-books and OPACs being equitable. Once an OPAC is available in a library, it makes no sense to continue using a card catalog. Keeping the two in sync would be a nightmare and why deal with the idiosyncrasies of both a card catalog and an OPAC? Better to focus on the OPAC and move on.

There are still many libraries using card catalogs because they cannot afford an OPAC or a consortium membership. However, e-books are a different animal. They may outsell paperbacks on Amazon, but e-books still primarily serve the population on the "winning" side of the digital divide: those with the means to purchase a computer, e-readers, and reliable broadband internet, and the knowledge—or willingness to learn—to use them.

My library offers e-books through OverDrive, and we became the first library in the region to loan e-readers, partly in an effort to cancel out digital divide issues. Thus far, usage still falls along the digital divide lines, as library users who are not comfortable with computers or gadgets—a large percentage from all ages, believe it or not—want their books in dead-tree format.

I firmly believe that the upcoming death of the book by e-book has been

greatly exaggerated. It is a technophile's folly to expect all levels of society to fall in line with the gadget-lovers when there is a perfectly good—and cheap—solution in hand, minus the learning curve.

Brock Peoples
Smithton, Illinois

School Library Cuts Egregious

In response to "LAUSD Doubts that Seasoned Teacher-Librarians Can Teach," AL Online, May 18: (Ed. Note: In late June the layoffs were rescinded pending the appropriation of additional state funding.)

As the daughter of two teachers, I grew up in a household where the ability to think critically and to imagine were valued beyond measure. It was an easy decision for me to pursue graduate studies in the fields of library science and education. I hope enough folks speak out against this further dismantling of our public education system under the guise of saving a few dollars.

Rod Serling saw the writing on the wall with his *Twilight Zone* episode, "The Obsolete Man." I encourage all to review that old episode and to think about the ramifications of what is happening to Los Angeles school librarians, because the situation will have consequences beyond the local level.

I am back in Massachusetts now, where those American ideals had their origin and where I plan to continue my role of the last 14 years: information manager; resource

provider (print and electronic); and teacher specializing in 21st-century information literacy skills.

Cathy Collins
Canton, Massachusetts

The Los Angeles Unified School District's idea that a room full of library books provides adequate educational support for students is ludicrous, especially in a district with a high-poverty student population. If simply providing instructional materials worked, we should be able to eliminate all teachers, replacing them with a classroom full of textbooks. Students can surely find all the information they need to prepare for college if they are surrounded by textbooks, right?

Hogwash! We live in an information tsunami, where all students must learn how to locate the information they need, determine what information is untrustworthy or dangerous, and use information for projects, assignments, or personal needs. This is especially crucial when students come from impoverished homes that do not provide access to books, magazines, the internet, or role models/guidance in how to use these resources.

Beyond the reality that using information resources needs to be taught and that collections of expensive information materials need management to be accessible and current, there is another reality for many students, especially in middle school. In a world where bullying is rampant, the school library provides a safe haven for youngsters during open periods. When the staffing that provides this safety net is gone, the occurrences of bullying—and student injuries or dropouts—are likely to rise.

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*, Comment Enabled, 50 E. Huron St., Chicago, IL 60611-2795.

What LAUSD is doing, through legal chicanery and intimidation, is so counter to good educational practice and further removes LAUSD students from any opportunity to compete with youngsters from the rest of the world.

Jeanne Nelson
Fallbrook, California

Remembering the Wilsons

In response to Robert Wedgeworth's On My Mind, "A Tribute to H. W. Wilson," AL Online, June 3:

Thank you, Bob Wedgeworth, for a wonderful and appropriate tribute.

When the Wilsons were still in Minneapolis in the early years of the 20th century, they were active in the Twin Cities Library Club, bringing together public, academic, school, and special librarians. There are reports of parties they hosted for the library community at their summer home on an island in Lake Minnetonka, just west of Minneapolis. Among other projects, the club published a union list of periodicals held in Twin Cities libraries. Perhaps the Wilsons had a hand in that project!

Many years later, I was a tourist in New York City on the famous Circle Line boat tour around Manhattan. As a librarian I was delighted that the narration for the tour pointed out the lighthouse in the Bronx as the home of the H. W. Wilson Company, provider of indexes for libraries.

Bill Asp
Bloomington, Minnesota

Mouthers and Slackers

In response to Will Manley's column, "My Professional Heroes," AL Online, April 27. See also AL, May/June, p. 88:

I am a worker bee, a building engineer and janitor, a book and media technician, a secretary, and, oh yes, a librarian and library director. The library profession should be driven by a philosophy that allows explorers of technology to mingle with those who do the scut work.

Sarah Palin, Donald Trump, and other such media vampires are the product of so-called "news outlets" whose experts' poor taste cannot discriminate between entertainment and matters of significance.

My patrons expect me to spend their money wisely, not scattering funds in wild, digital speculation. You bet that I want proven technology, just like I want medicines that work. One good worker with common sense can run a library; a "mover and shaker" may too easily use resources with poor results. That doesn't mean that I make no mistakes—but I don't repeat them! New technology may create as many difficulties as it proposes to solve; so, too, with explorers!

Success may be achieved by movin' and shakin'—but you still must show up every day and do the job.

Daniel deStefano
Nahant (Mass.) Public Library

Most Oppose Explicit Books

In response to "What Do Most Americans Have in Common with ALA?" Censorship Watch Blog, June 13:

I am happy to see that ALA is finally addressing the recent Harris poll. Since no books have been banned in the USA for about half a century, the most interesting and useful part of the poll is that most people oppose explicit books in public schools.

We already know people oppose banning books, but this poll revealing that most people do not want explicit books in public schools is highly relevant: ALA's Office for Intellectual Freedom would have people believe they are censors if they agree. If so, then 62% of Americans are censors.

Too bad OIF will continue to oppose communities that try to implement the common sense/community standard expressed in the Harris poll. I think people should know that when

considering how much weight to give to the ALA's censorship claims.

Dan Kleinman
SafeLibraries.org, Chatham, New Jersey

Kudos for Student Chapters

In response to "ALA Student Chapters Organize to Effect Change," ALA Student Membership Blog, June 26:

As a faculty advisor, I support the effort to continue the robust efforts of students who work so diligently

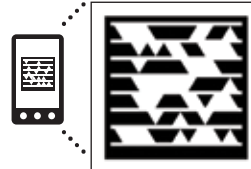
throughout the year in chapter activities, which are difficult in part due to distance and geographic tension. Pig roasts and ice cream socials cannot happen virtually—so how can we set up situations online

so that we can know each other and network and develop friendships?

We are all mightily trying to infuse ourselves as individuals and those around us with enthusiasm and excitement about the LIS profession and our role in it. Chapters play a unique role. The wondrous nature of librarianship is worth fighting for from every angle.

I am so very proud of the Florida State University's ALA chapter for all they do. I am sure each chapter around the country could only benefit from knowing one another better and sharing ideas, struggles, and victories.

Christie Koontz
Florida State University, Tallahassee



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Technology Demand Up, Budget Cuts Limit Access

A new national report shows that U.S. public libraries continue to expand as technology centers for communities, providing essential resources for job-seekers and support for critical e-government services. In addition, as the demand for e-books increases, libraries are the starting place for free downloads. However, budget cuts have forced libraries across the country to scale back drastically on operating hours and access to services, just when resources are most needed.

The 2011 *Public Library Funding*

and *Technology Access Study* report, released June 21, indicates that virtually all public libraries (99%) provide public access to computers and the internet. More than 87% of libraries provide technology training, and more than two-thirds (67%) of libraries offer access to e-books, up 12% from two years ago.

While 70% of libraries report increased use of public computers, and more than half of libraries report an increase in use of electronic resources, 55% of urban libraries report operating budget decreases during the current fiscal year. Significant numbers of suburban

(36%) and rural (26%) libraries also suffered budget cuts, and 16% of libraries report decreased operating hours, a jump from 4.5% that was reported two years ago. For the third year, the greatest fiscal impact was experienced by those living in urban communities; nearly 32% report reduction of open hours, up from 23.7% last year.

Conducted by ALA and the Information Policy and Access Center at the University of Maryland, the study is funded by the Bill and Melinda Gates Foundation.

For complete details, visit ala.org/plinternetfunding.

Libraries Key in Native Nations Communications

ALA submitted a filing to the Federal Communications Commission (FCC) June 20 in response to its call for comments regarding improving communications services for native nations. The filing was submitted in consultation with the American Indian Library Association (AILA), an ALA affiliate.

The Association supports the FCC's efforts to improve access to and utilization of high-capacity broadband across the nation and stressed that in the case of broadband and native nations, "it is vitally important to aggressively address the vast digital divide that exists between native nations and the rest of the country."

Several suggestions were made by ALA to the FCC for the development of a grant program for specific projects

targeted at broadband deployment and adoption that include developing a clear and streamlined application process; allowing for sufficient beta testing of an online application process; providing significant lead time between announcement of the call for proposals, the opening of the application process, and the final deadline; recommending an adequate budget so that administrative and oversight costs of the grants are accounted for; establishing clear reporting requirements; coordinating with other federal agencies that applicants may already have grants with to ensure respective program requirements do not conflict; and considering weighing in-kind contributions on par with a cash match.

For details, visit ala.org/wa.

Honorary Member Nominations Open

Nominations are being accepted for ALA honorary membership, the Association's highest honor, which is bestowed on living citizens of any country whose contributions to librarianship or a closely related field are so outstanding that they are of significant and lasting importance to the whole field of library service. The deadline for nominations is September 1.

Honorary members are elected for life by vote of ALA's governing Council upon recommendation of the Executive Board. Nominations will be reviewed during the 2011 ALA Executive Board fall meeting, October 21–23, and presented to Council for vote during the 2012 ALA Midwinter Meeting, January 20–24 in Dallas. Newly elected honorary members will be formally recognized at the Opening General

Session during the 2012 ALA Annual Conference in Anaheim, California, June 21–26.

Members who wish to forward nominations must complete the on-line ALA Honorary Member Nomination form found at tinyurl.com/honorariummembform. Posthumous nominations are not eligible for consideration.

Submit nomination packets to: Honorary Membership, c/o Delores Yates, Executive Board Secretariat, Office of ALA Governance, ALA, 50 E. Huron St., Chicago, IL 60611.

ACRL Adopts New Plan for Excellence

ALA's Association of College and Research Libraries has adopted a new Plan for Excellence effective July 1 to replace the former Charting Our Future: ACRL Strategic Plan 2020.

The new Plan for Excellence continues to focus attention on three areas that capitalize on ACRL's strengths, deliver high member value, and heighten its impact: value of academic libraries, student learn-

TEEN GAMERS READ



The latest READ poster at Chambers County (Tex.) Library System features students from one of the library's teen gaming events posing with remote controls. According to County Librarian Valerie Jensen, the library uses the READ poster software from ALA Graphics to promote programs and patrons, and to feature certain areas of the collection. To order your kit, visit www.alastore.ala.org.

ing, and research and scholarly environment. These strategic areas will be supported by financial and operational planning and will guide the development and implementation of programs and services that target education, advocacy, and member engagement.

The Plan for Excellence will be updated based on achievement of the goals and their continued relevance as new needs and opportunities arise. Visit bit.ly/acrlplan (PDF file).

ALA, PLA Partner with America's Promise

ALA and the Public Library Association have partnered with the America's Promise Alliance (APA), the largest bipartisan alliance dedicated to the support and development of children. More than 400 alliance partners work jointly for the success of young people, using the Alliance's Five Promises framework to shape their efforts and improve the odds for youth. In addition, through the Grad Nation campaign, alliance partners are working to end the dropout crisis and ensure that high school graduates are prepared for college and a 21st-century career.

Public libraries can be directly involved in the campaign by registering as a Promise Place. As a registered member of Promise Place, libraries will receive the weekly online newsletter, *America's Promise Bulletin*, and the young leaders' newsletter, *Impact Network Monthly*. Registered users will also have

access to additional features of the America's Promise website, including the ability to participate in the 100 Best Communities for Young People competition, My Idea Grants, the financial responsibility curriculum Saving Our Futures, and access a searchable grant and member directory.

Visit ala.org/pla for more information.

"Connect with Your Kids" Launches

ALA's Public Information Office launched "Connect with Your Kids @ your library" during Annual Conference in New Orleans, an effort designed to strengthen families by motivating parents to spend more quality time with their children.

Lifetime Networks, which is the cable-television media sponsor of "Connect with Your Kids," provided ALA with a grant to develop two television public service announcements (PSAs) and will donate air time for them. *Scholastic Parent and Child* magazine is the campaign's print media sponsor, and is donating full-color ads in six issues.

A family activity guide, developed in conjunction with the ALA Public Awareness Committee, is being hosted on a section of atourlibrary.org. ALA's public awareness website dedicated to the initiative, which includes tips for parents and caregivers. All libraries can download the guide and bookmarks. The PSAs are also available for online sharing and for local broadcast use.

GLOBAL ENCOUNTER



ALA President Roberta Stevens and Executive Director Keith Michael Fiels make presentations at the Association's Chicago headquarters during the first-ever Virtual Town Hall Meeting June 1. A total of 528 members participated, posing questions to presenters via ALA Connect and chat.

Annual Report 2009–10 Available

The recently released 2009–10 ALA Annual Report covers the key initiatives of former ALA president Camila Alire under her presidential theme, “Libraries: The Heart of All Communities: Frontline Advocacy and Family Literacy.” It also highlights the increase in library usage and the vital role libraries play during challenging economic times.

One of the highlights of the year was the launch of the Spectrum Presidential Fundraising Initiative,

a joint effort involving Alire, past president Jim Rettig, and then-President-elect Roberta Stevens. The goal was to raise \$1 million to support the Spectrum Scholarship Program in addressing the specific issue of underrepresentation of critically needed ethnic librarians within the profession.

Visit ala.org and click on “Governance” to see the entire report.

Salary Database Benefit Offered

Organizational and corporate members now have instant access to ALA’s Office for Research and Statistics’ and ALA–Allied Professional Association’s (ALA–APA) online Library Salary Database. The database features salary information from the most recently published ALA–APA Library Salary Surveys of more than 65 librarian and non-MLS positions in academic and public libraries.

Users who access the database with their institution’s ALA ID and password may search for salary information by position, library type, state, and/or region.

Institutional-member staff contacts will be sent a reminder annually about the database and when new data is uploaded.

Visit ala.org/membership for more details.

Report: Local Libraries Continue to Be Vital

Americans continue to turn to their local libraries for help finding a job and other important services, according to the *State of America’s Libraries, 2011*, released earlier this year.

Americans visited their libraries nearly 1.5 billion times and checked out more than 2 billion items in the past year. Nearly two out of every three Americans own a library card.

People continue to turn to their libraries for use of computers, free wireless internet access, e-books, personal finance tools, information for job searches and small business opportunities, and the knowledge and experience of librarians.

Despite the value they offer, libraries face budget cuts throughout the United States. Nineteen states reported cuts in state funding for public libraries from FY2010 to FY2011. Of these, more than half indicated that the cuts were greater than 10%.

For the complete report, visit tinyurl.com/alasalr2011.

“Discover Earth” Exhibit Apps Available

ALA’s Public Programs Office, in partnership with the National Center for Interactive Learning at the Space Science Institute, the Lunar and Planetary Institute, and the National Girls Collaborative Project, is accepting applications for “Discover Earth: A Century of Change,” a new traveling exhibition opportunity for public libraries, through September 2.

Ten libraries will be selected to host the interactive exhibit made possible through the support of the National Science Foundation. The exhibit and its educational support materials, as well as outreach opportunities, are part of the STAR (Science-Technology Activities and Resources) Library Education Network (STAR_Net), a hands-on learning program for libraries and their communities.

“Discover Earth” will tour from January 2012 to December 2013, visiting each site for a period of eight weeks. The selected libraries will receive a \$1,000 grant to support public programs related to the exhibition.

Apply at ala.org/discoverearth. ■

CALENDAR

ALA EVENTS

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

Sept. 15–18: Reforma: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, reforma.org.

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.

Privatization, and Pushback, Proceed in U.S., U.K.

The three-branch Santa Clarita (Calif.) Public Library opened its doors over the Fourth of July weekend as an independent city system for the first time since city officials voted in August 2010 to depart from the County of Los Angeles Public Library. By all accounts, hundreds flocked to the openings to check out materials, eyeball the expanded Canyon Country branch, and size up their libraries' new staffs—employees not of the city of Santa Clarita but of contract-services firm Library Systems and Services, Inc. (LSSI), whose five-year, \$19-million contract to manage the nascent system was the focus of almost a year's worth of debate and litigation in the southern California community.

"We're taking a pretty good system and making it better," SCPL Director Ed Kieczkowski said in the June 26 *Santa Clarita Valley Signal*. The libraries reopened with more than \$900,000 worth of new materials, according to press reports. "We are looking forward to a fantastic library experience for all of our patrons," Santa Clarita Mayor Marsha McLean told *American Libraries*.

It wasn't the first time that LSSI faced controversy as a governing authority weighed whether to retain the firm's services, and it probably won't be the last either. Nonetheless, LSSI presently provides management services for 16 public library systems nationally, including four in California—Camarillo Public Library, Moorpark City Library, Shasta Public Libraries, and the Riverside County Library System—and is in talks with several cash-starved boroughs in Britain, according to media reports at the Don't Privatise Our Libraries blog.

In February, the San Joaquin County (Calif.) Commission decided against contracting out management of the Stockton–San Joaquin Public Library to LSSI despite County Administrator Manuel Lopez's favorable report about the firm's commitment to delivering longer ser-

vice hours, an increased fund balance, and a larger acquisitions budget.

The primary driver in the decision-making process was public opinion," library Director Chris Freeman told *American Libraries*. The Friends of the Stockton Library and the Concerned Citizens Coalition of Stockton began raising concerns over losing local control of the library as soon as word of the negotiations with LSSI became public in fall 2010; community members collected

signatures opposing privatization and wrote newspaper opinion pieces and letters to the editor expressing their disapproval.

In Rockwall County, Texas, officials abandoned the option of privatizing the management of the Rockwall County Public Library two weeks after members of the public began objecting, the *Rockwall Herald-Banner* reported June 17.

The outcome was quite different in Santa Clarita, of course, despite similar opposition, which went so far as area residents filing two lawsuits, both of which were dismissed (one charging that out-

sourcing would violate California's library confidentiality law and the other that private contracting was illegal under the state education code). Skeptics continue to charge that city officials pressed on behind closed doors despite public sentiment, among them Santa Clarita residents Lori Rivas and Lori Christian, who traveled to New Orleans to air their concerns at a program entitled "Privatization of Libraries: What's at Stake for Your Profession and Community" (see p. 48, this issue).

Refuting the skeptics, Mayor McLean cites an FY2011–2014 strategic service plan for the library that was approved July 12 by the City Council after six months of work by a 37-member Citizens Public Library Advisory Committee.

"Santa Clarita is a contract city," Mayor McLean said, explaining that it also outsources services for sheriffs,

It wasn't the first time that LSSI faced controversy as a governing authority weighed whether to retain the firm's services, and it probably won't be the last either.

transit, and trash. “We’ve had excellent results with these contracts and our residents receive top-notch service at the best price.”

Attributing what she characterized as the city’s excellent fiscal health to “this prudent approach to service provision,” she went on to say, “We determined, after extensive research and due diligence, that contracting for

day-to-day services with a professional library management company made sense.”

“But make no mistake,” Mayor McLean emphasized. “Our library board of directors is the City Council, and we are the ultimate decision-makers for our libraries.”

Checklists and balances

Mayor McLean’s sentiments about public accountability are echoed in a new toolkit from ALA’s Office for Library Advocacy. However, “Keeping Public Libraries Public: A Checklist for Communities Considering Privatization of Public Libraries” makes no bones about ALA’s opposition to library privatization.

The 12-page report draws a distinction between outsourcing (in which “the contract is typically narrow and for a specific service that can be easily defined and monitored”) and privatization, which, the report states, “encompasses all library services and controls not only how services are delivered but what services are offered and delivered.”

That distinction has also captured the interest of the California legislature, where a bill is being considered that would regulate under what circumstances the management of a library that is withdrawing from a free county library system could be privatized. AB 438 was sponsored by Assemblyman Das Williams (D-Santa Barbara), whose district includes Ventura, where privatization is on the table; the city council there voted in April to remove its two city libraries from the Ventura County Library and has hired a consultant who has until the fall to make recommendations about its governance, according to the June 20 *Ventura County Star*.

The bill, which passed the Assembly in June and cleared the state Senate Governance and Finance Committee July 6, would limit the length of a private-service contract to two years and require such transparency as “publishing notice of the contemplated action in a specified manner [and] clearly demonstrating that the contract will result in overall cost savings to the city or library district.” If enacted, AB 438 would affect the conditions for renewal of LSSI’s California contracts, including the one with Riverside County, which in 1997 became the first to outsource its library operations to the firm.

Those lobbying against the bill include the League of California Cities and LSSI. “I think there’s a lot of concern among certain parties that what we offer is going to start to become very attractive,” Mark Smith, LSSI’s vice president for West Coast operations, said in the June 1 *Riverside Press-Enterprise*.

—Beverly Goldberg

WHO’S THE BOSS?

The survival of many public libraries is threatened as their funding dries up. City and county officials are casting about for a life saver, and some are considering private companies that would take over the management of public libraries.

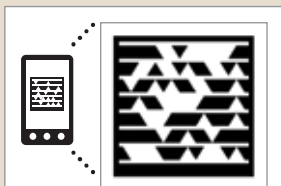
Library Research Service (LRS), a unit of the Colorado State Library, developed a 60-Second Survey to gauge the library community’s thoughts on the topic of privatization. Respondents were asked to identify whether they thought public or private management would achieve better outcomes.

LRS posted the survey online for a four-week period in November and December 2010. A total of 2,509 respondents completed the survey, representing every state and several foreign countries.

At least 3 in 4 respondents identified public-sector management as the best way to improve the quality of library services, increase the relevance of libraries’ collections, employ qualified staff to meet community needs, and protect patron privacy.

While most respondents opposed outright privatization, they were open to incorporating business practices into library management. A little more than half indicated that public libraries should be run like a public service, but 42% thought that they should be run like both a public service and a business.

—Jamie E. Helgren and Linda Hofschire, Library Research Service, Colorado State Library, Denver



READ MORE

Read the full report at americanlibrariesmagazine.org or on your web-enabled phone by scanning this barcode with your phone camera. **Get the free app at gettag.mobi.**

Google Discontinues Initiative to Digitize Newspapers' Archives

Google emailed its newspaper partners May 19 to inform them that it would be discontinuing its effort to digitize the world's newspaper archives and make them available online, the Search Engine Land blog reported.

The project, which was started in 2008, has digitized material from about 2,000 newspapers. Existing content, about 60 million pages worth, will remain online and searchable, but Google will not scan any new submissions. Newspapers can extend content with their own digitization efforts, if they choose.

Google said it would focus instead on "newer projects that help the industry, such as Google One Pass, a platform that enables publishers to sell content and subscriptions directly from their own sites."

The *Boston Phoenix* lamented the project's end, calling it "generally a good deal for newspapers," especially smaller ones that couldn't afford to digitally scan and index their archives. The paper speculated that Google may have ended the project because of a lack of page views or because the process of indexing newspapers' columns and page jumps was more difficult than anticipated.

"Anyone who's familiar with historical research knows that newspapers are just vital sources."

Curt Witcher,
Genealogy Center manager
Allen County Public Library

Curt Witcher, manager of the Genealogy Center at Allen County (Ind.) Public Library, told *American Libraries* that the materials Google has made available are well-used.

"Anyone who's familiar with historical research knows that newspapers are just vital sources," he said, saying they are the most prized of secondary sources because "the fabric of the community is laid out in its newspaper." While he expressed hope that another organization would take on the project, he said that Google's involvement would be missed. "They have the reach and the resources that small and even bigger publishers don't,"

he explained.

ProQuest, which had partnered with Google on the digitization of publishers' microfilm archives and contributed its own microfilms, released a statement May 20 that it is "working now with publishers to build more value for their historical content," and that it "looks forward to expanding its foundation to increase opportunities for researchers and publishers alike."

See reports on nonprofit digitization projects beginning on page 36.
—Greg Landgraf

THE SOUNDS AND TASTES OF ASIA



Dancers from the India Association of Greater Tulsa perform during the 9th Annual Asian-American Festival at Tulsa (Okla.) City-County's Martin Regional branch June 4. The cultures of China, India, Indonesia, Japan, Korea, Taiwan, Thailand, Vietnam, and other Asian countries were featured through dance, arts and crafts, and cuisine.

Is the Line between Librarianship and Journalism Blurring?

What do journalists and librarians have in common? How can collaboration on their common ground make libraries and the media better for our democracy?

More than 125 attendees worked on these questions for two days in April at the first-ever conference of its kind—"Beyond Books: News, Literacy, Democracy, and America's Libraries"—immediately preceding the National Conference for Media Reform in Boston. The group was convened by Journalism That Matters, a Seattle-based organization dedicated to making the media more accessible, diverse, and conducive to civic engagement.

Protecting sources

Both the library and journalism professions are undergoing profound transformations essential to their survival. Both depend on, disseminate, and create information for a living, and provide it in multiple formats—from paper to Twitter. In the United States, both professions also share the values of transparency and freedom of speech as enshrined in the First Amendment.

Newsrooms and libraries produce information essential to the healthy functioning of democracy. Ironically, they are also threatened by the same social media that help them thrive: It is harder to verify "facts" and to provide "objectivity"—if there ever was such a thing. And the definitions of who is a "real" reporter or a "real" librarian are getting murkier every day.

David Weinberger, senior fellow at Harvard's Berkman Center for In-

ternet and Society, presented a provocative model of "Knowledge as Transitional." The coauthor of *Cluetrain Manifesto*, Weinberger believes that 21st-century knowledge is not obtained in a linear fashion but in a more random process involving a variety of sources building on each other (such as the web). As a result, libraries and journalists are gathering information in ways that demand new skills and organization of services.

Weinberger's remarks inspired participants to think beyond the traditional boundaries of our respective professions and to consider creative new ways to serve the public. Of course, some librarians and journalists are already doing just that:

- Some public libraries house community newsrooms or public access television studios;
- A Brooklyn project is putting cameras into the hands of young people to create news in underserved communities;
- A thriving community information portal about suburban Chicago (skokienet.org) is sponsored by Skokie (Ill.) Public Library and was created by Northwestern University's journalism school.

These enterprising civic-engagement experiments underscore the challenge of energizing young people to become citizen journalists and frequent library users.

While the conference provided us with a rare opportunity to think

deeply about our professions and how they can be more instrumental and relevant to the 21st-century democratic process, the danger of such conversations is that they don't lead to actual projects. To avert that,

Newsrooms and libraries are threatened by the same social media that help them thrive. It's harder to verify "facts" and provide "objectivity."

the conference held a planning session at Cambridge (Mass.) Public Library in which we were challenged to join a future or ongoing project that intrigued us. The consensus was to look at existing success stories and try to replicate and publicize

them; a subsequent consensus statement aims to keep up the momentum and mark the beginning of an important collaboration between the two professions.

Two months later, two journalists who participated in the "Beyond Books" conference, Mike Fancher and Bill Densmore, brought the message to a panel on civic engagement at the 2011 American Library Association Annual Conference in New Orleans. Program attendees were particularly enthusiastic about the potential for librarians and journalists to collaborate on meeting information and civic needs through LibrariUS, a partnership between ALA's Public Library Association and American Public Media's Public Insight Network. Fancher blogged about the ALA panel on the Beyond Books blog that is hosted by Journalism That Matters.

—Barbara Jones, director,
ALA Office for Intellectual Freedom

GLOBAL REACH



CANADA ①

An outreach program spearheaded by Vancouver (B.C.) Public Library is taking root across Canada. Motivated to increase inclusiveness, VPL took the lead in 2004 on the Working Together Project (www.librariesincommunities.ca), sending librarians into disaffected and uninterested communities to find out why they didn't take advantage of free library services. What started as a small regional program has now spread the philosophy of community programming and outreach across the country.—*Vancouver (B.C.) OpenFile*, June 3.

UNITED NATIONS ②

Internet access is a human right, according to a United Nations report (bit.ly/panSEx) issued June 3. Written by Frank William La Rue, UN special rapporteur on the promotion and protection of the right to freedom of opinion and expression, the report states that “universal access to the internet should be a priority for all states.” It also noted that access is particularly important during times of political unrest, as demonstrated by the recent “Arab Spring” uprisings in Tunisia and Egypt.—*Los Angeles Times*, June 3.

UNITED KINGDOM ③

BiblioLabs and the British Library released a British Library 19th-Century Historical Collection app for the iPad that features more than 1,000 19th-century books, with plans to expand to 60,000 later in the year. The books are all in the public domain and are part of the library's collection. Included are such titles as *Frankenstein* by Mary Shelley and *The Adventures of Oliver Twist* (with illustrations) by Charles Dickens.—*British Library*, June 7.

SPAIN ④

A priceless 12th-century manuscript has been stolen from the cathedral at Santiago de Compostela. The Codex Calixtinus, a traveler's guide to the famous pilgrimage road in northern Spain, was found missing from the cathedral's archives July 5. Police are investigating a set of footprints found inside the archive and are not ruling out the involvement of current or former cathedral

staff. Most experts agree that the manuscript would be difficult to sell because it is so recognizable.—*Time*, July 11.

MALTA ⑤

The island will soon have a national librarian to ensure that Maltese books, documents, and manuscripts are collected and preserved for posterity. The Malta Libraries Act passed in May sets up Malta Libraries as a legal entity that can enter into contracts and acquire books.—*Times of Malta*, June 15.

TAJIKISTAN ⑥

Local government officials have been ordered to enroll at public libraries and read more books. Khatlon Province Deputy Governor for Ideology Sitara Sherova noted at a June book exhibition in Qurghonteppa that most visitors to libraries are schoolchildren and students. Librarian Rohatoy Yusufova said that Sherova ordered librarians to sign up all local officials, including the regional governor, at the library, recommend what they should read, and take books to their offices.—*Radio Free Europe*, June 10.

PAKISTAN ⑦

Many rare books in the Lahore Museum's reference library are crumbling. Forty percent of the 35,000 books are 50 years old or more. The only steps taken to preserve them are fumigation, every five years, or taping and lamination. In 2008, air conditioners were installed in the library, but these are often off because of power outages. Staff are working on digitizing the collection, but it will take another two years to finish.—*Express Tribune*, July 8.

SOUTH KOREA ⑧

Koreans greeted the return on June 11 of nearly 300 royal documents looted by French soldiers during a punitive expedition to Ganghwa Island in 1866. Ceremonies celebrating the event were held on Ganghwa Island and in Seoul, where some of the books were carried through the street in a traditional Korean palanquin. Park Byeong-sen, who discovered the royal texts at the National Library of France in 1975, flew to Seoul from Paris to attend the official celebration.—*Korea Herald*, June 12.

Merger of the Century Rolls Out

Two of the leading names in digital reference publishing told their customers June 2 that they have merged to strengthen the value of their databases and print resources. EBSCO Publishing, a subsidiary of EBSCO Industries founded in 1944 and headquartered in Ipswich, Massachusetts, has acquired the staff and product lines of the H. W. Wilson Company, founded in 1898 and located in the Bronx, New York, since 1917. Terms of the transaction were not disclosed.

H. W. Wilson President and CEO Harry Regan said of the merger, “EBSCO and H. W. Wilson have been engaged as business partners for a

number of years and are now officially operating as one. The result will be a broader and deeper range of products and services for the library reference community, with significantly added value.”

In an FAQ describing the move, EBSCO said that the “vast majority of Wilson databases will continue to be maintained, and there are many planned enhancements. Some Wilson databases will be merged together with closely related EBSCO databases to create more robust versions.”

EBSCO Senior Vice President of Sales and Marketing Sam Brooks told *American Libraries* that the company’s goal is to have the Wilson databases available through its EBSCOhost platform by December 31. “Our plan is to release new, more comprehensive products in early 2012 covering applied sciences, art, biography, education, humanities, law, and library science,” he said. “Our customers will have the choice to continue to subscribe to the Wilson version, continue to subscribe to the EBSCO version, or to upgrade to the more comprehensive, merged EBSCO/Wilson version.”

EBSCO expects to discontinue very few of the existing Wilson databases, and when that does happen, customers will be upgraded to an enhanced Wilson version at no additional charge. The FAQ mentions that all current subscriptions to Wilson print books will be fulfilled by EBSCO’s subsidiary, Salem Press. However, print resources that have experienced a decline in interest levels from librarians may eventually be discontinued. Brooks added that they “will let market demand for these products drive decisions.”

The well-respected Wilson the-

sauri will be merged into the EBSCO thesaurus, which will improve the subject indexing in many of the databases. Wilson’s precise and abundant subject terms are expected to enhance EBSCO customers’ search results.

Search for tomorrow

“Further,” Brooks told *AL*, “WilsonWeb has a great feature that will be added to EBSCOhost. WilsonWeb keyword searches match against their controlled vocabularies and return results from ‘use for’ terms. For example, a keyword search for Burma also returns results for Myanmar, because Myanmar is a ‘use for’ term for Burma.” That functionality will be added to all EBSCO databases as well as to the EBSCO Discovery Service, the company’s unified index application that searches across an institution’s EBSCOhost database holdings as well as such partner databases.

An as-yet-to-be-determined number of Wilson’s 200+ employees in the Bronx and Dublin, Ireland, will eventually join EBSCO’s 800 workers at the Ipswich facility. “All H. W. Wilson employees are now EBSCO employees,” Brooks said.

The H. W. Wilson Foundation will remain a separate entity and plans to continue its mission of supporting libraries and librarianship with the annual John Cotton Dana Library Public Relations Awards, cosponsored with ALA’s Library Leadership and Management Association division. Wilson has provided support for these awards since their inception in 1946. EBSCO plans to take over sponsorship of the Library Staff Development Grant that Wilson has been supporting.

—George M. Eberhart

125 YEARS LATER



“For Use: 125 Years of Library Service in Hennepin County” makes a summer-long run at Hennepin County (Minn.) Library’s Minneapolis Central branch, funded by Minnesota’s Arts and Cultural Heritage Fund. It features such photos as this 1905 view of the stacks area. HCL Director Lois Langer Thompson said the goal is to “illustrate how the library has remained true to its mission, while evolving and transforming over time to meet community needs.”

Libraries of the Smartest Readers

We all know that “Libraries are the smartest investment.” Study after study shows that for every dollar invested by a community in library services, \$2.38 (Indiana) or \$4.48 (South Carolina) or even \$6.54 (Florida) in economic benefits are returned to the community. Another measure of the value of libraries is the individualized calculation provided by ROI calculators, allowing library users to determine how much they save by using the library.

One key measure of libraries’ val-

ue—and perhaps the most documented—is how many books and other materials are borrowed. The Institute of Museum and Library Services (IMLS) conducts an annual survey of the country’s 9,200+ public libraries. IMLS gathers data on the general population characteristics of the library district, how much is spent on library services, and how much the library is used, both in absolute numbers, as well as on a per capita basis. Overall, the amount of library circulation is impressive: In 2008, America’s public libraries cir-

culated 2.2 billion books, or 7.7 per capita, based on the population of the legal service area for the libraries.

We dug a little deeper into the 2008 data, the latest published, to find the 549 libraries that serve a population over 100,000. So which libraries have the highest circulation? Which cities have the “smartest readers”—those whose residents make heavy use of their tax-supported library? See Table 1.

For a family of four, at \$20 a book, the smartest readers in Ann Arbor are saving over \$4,700 a year by

TABLE 1: THE TOP 20 LIBRARIES FOR CIRCULATION PER CAPITA

LIBRARY	CIRCULATION PER CAPITA
Ann Arbor (Mich.) District Library	58.94
Cuyahoga County Public Library, Parma, Ohio	33.44
Naperville (Ill.) Public Library	32.29
Multnomah County Library, Portland, Ore.	29.97
Central Rappahannock Regional Library, Fredericksburg, Va.	29.43
Douglas County Libraries, Castle Rock, Colo.	27.86
Santa Clara County Library, Los Gatos, Calif.	26.64
Arapahoe Library District, Englewood, Colo.	24.18
Howard County Library, Columbia, Md.	24.03
Saint Charles City-County (Mo.) Library District	23.18
Medina County (Ohio) District Library	23.09
Carroll County Public Library, Westminster, Md.	22.82
Santa Clara (Calif.) City Library	22.58
Allen County Public Library, Fort Wayne, Ind.	22.35
Monroe County Public Library, Bloomington, Ind.	21.58
Indianapolis-Marion County (Ind.) Public Library	20.64
Greene County Public Library, Xenia, Ohio	20.40
Ramsey County Library, Shoreview, Minn.	20.32
Schaumburg Township (Ill.) District Library	20.11
Harford County Public Library, Belcamp, Md.	20.10

TABLE 2: AMAZON’S 20 TOP-RANKED BEST-READ CITIES

CITY AND LIBRARY	CIRCULATION RANKING
1. Cambridge, Mass.—Cambridge Public Library	138
2. Alexandria, Va.—Alexandria Library	133
3. Berkeley, Calif. —Berkeley Public Library	29
4. Ann Arbor, Mich.—Ann Arbor District Library	1
5. Boulder, Colo.—Boulder Public Library	70
6. Miami, Fla. —Miami-Dade Public Library System	397
7. Salt Lake City, Utah*—Salt Lake City Public Library	21
7. Salt Lake City, Utah*—Salt Lake County Library System	25
8. Gainesville, Fla.—Alachua County Library District	93
9. Seattle, Wash. —Seattle Public Library	22
10. Arlington, Va.—Arlington Department of Libraries	41
11. Knoxville, Tenn.—Knox County Public Library System	377
12. Orlando, Fla.—Orange County Library District	90
13. Pittsburgh, Pa.*—Carnegie Library of Pittsburgh	197
14. Washington, D.C.—District of Columbia Public Library	413
15. Bellevue, Wash.*—King County Library System	36
16. Columbia, S.C.—Richland County Public Library	97
17. St. Louis, Mo.*—St. Louis County Library	113
17. St. Louis, Mo.*—St. Louis Public Library	248
18. Cincinnati, Ohio—PL of Cincinnati and Hamilton County	24
19. Portland, Ore.—Multnomah County Library	4
20. Atlanta, Ga.—Fulton Public Library System	335

* The fine print: These comparisons are not exact. First, the purchase data is for 2011, whereas the circulation data is for 2008. Second, the library districts may or may not be in the same exact geographic area as is the purchase data. In the case of Bellevue, Washington, the library (King County Library System) covers a much larger area; and in the case of Pittsburgh, a smaller area. In two cases, there are two libraries, a city library and a county library, both based in the same city but with different service areas. One thing is likely the same: The number of unread titles, whether purchased or borrowed and returned.

using their library—and that's before they take advantage of other services like museum passes, computer access, programs at the library, database access, or any of the other services offered.

Two of these libraries also appear on the list of cities whose residents are the heaviest purchasers of materials from online bookseller Amazon. Its analysis compiled sales data for all formats since the beginning of 2011 on a per capita basis in cities with more than 100,000 residents.

Where do Amazon's top 20 "best read cities" rank by library circulation? Table 2 shows Amazon's 20 top-ranked best-read cities compared to the major public library within their respective geographic areas and its IMLS circulation rank.

Ann Arbor and Portland, Oregon, are on both lists. Salt Lake City, Seattle, and Cincinnati are not far off—and might actually be part of the top 20 if we were able to use 2011 circulation figures. Most of the cities where people bought a lot of books are also ahead of the average per capita circulation. That readers both buy books and borrow from their library is no surprise. In 2007, ALA's Office for Research and Statistics reported a Harris poll concluding that "for about half of those [people] who have been to the library in the past year—both adults and youth—a purchase [of a book or CD] has been made."

—Karen Muller

Judge: There's a Right to Leaflet Near Libraries

Shasta Public Libraries in Redding, California, can no longer limit the distribution of pamphlets outside the facility to a 66-square-foot area on one side of the entrance. Plaintiffs from the North State Tea Party Alliance (NSTPA) and the American Civil Liberties Union of Northern California are hailing the decision as a victory for the First Amendment and the California Constitution, whose free-speech protections exceed federal safeguards.

Acting in its capacity as the Redding Municipal Library Board of Trustees, the five-member city council had okayed the Outdoor Public

Forum Policy in March, which prohibited any individual or group from leafleting outside the library entrance without having secured a reservation 72 hours in advance and being inside a designated leafleting area.

California Superior Court Judge Monica Marlow wrote, "The designation of the outside of the library as a traditional public forum for communicative activity is not incompatible with the use of the library. The reasonable expecta-

tion is that citizens entering the library are doing so for the primary purpose of being exposed to information which will add to their base of knowledge and ideas. It is reasonable to conclude that some citizens are entering for the intellectual stimulation derived from testing or challenging the foundation for their

"The designation of the outside of the library as a traditional public forum for communicative activity is not incompatible with the use of the library."

Monica Marlow, California Superior Court judge

base of knowledge and ideas. The library is an area dedicated to the free exchange of ideas." City Attorney Rick Duvernay had argued that the library grounds are not a traditional public forum.

The policy was created following the library's interaction with a member

of the NSTPA's Bostonian Tea Party. Susan Prigmore asked last fall for permission to hand out copies of the U.S. Constitution and other literature outside the library. She objected to the library insisting that the Daughters of the American Revolution, which was distributing materials that same day, should move its table next to the Tea Party table despite the DAR's policy about never appearing to be partisan.

—Beverly Goldberg

FRESH FARM PRODUCTS



Residents collect their parts of the 25 shares of community-supported agriculture products at Fairfield (Conn.) Public Library's Fairfield Woods branch June 6 in the first-time event for the library. The joint community effort is supported by Patti Popp of Sport Hill Farm in Easton and Nancy Earle of BR Farmstand in Fairfield.

First-Class Service for 1st Graders

On eight school-day mornings every September, school buses pull into the Selma–Dallas County (Ala.) Public Library every hour starting at 9 a.m., unloading 40–50 bubbling 1st graders. They line up excitedly outside the door and then head in for one of the library’s best programs for kids. “Welcome to Your Library” has been welcoming 1st-graders for eight years in an effort to bring reading into the homes of more than 700 boys and girls who have just started school.

The youngsters head up the steps to the Children’s Department, bright with primary colors and enlivened with a hamster, an aquarium, stuffed animals, and animal posters. Preparation for the arrival of each 1st-grade class during National Library Card Sign-Up Month in September began weeks ago. Librarians worked with the class rolls to ready each child’s first library card for the big day.

Kids settle down and the big moment comes as the teacher calls out each name. Every 1st grader receives a library card, a packet with information for parents about the library, GED information, community health tips, and information about special services available to the family.

Getting carded

Children receive a “combo” library card: a “big card” and a “little card”—a keychain card that has been pre-tied onto a bright piece of lanyard string. Kids then sit in circles of six, with a big bowl of pony beads placed in the middle of the group. The brand-new library cardholders get to pick as many pony beads as they want to string on the lanyards.

When each one-hour session is over, 40 kids are wearing beautiful



Children bead their first-ever library-card lanyards, adding fanfare to their visit.

necklaces of assorted colors and are ready to head back to school to show off their new necklaces and cards. Before they leave the library, they get to see where their books are located and are enthusiastically encouraged to come back with family and friends.

“The more you read the more you know, the more you know the more you grow!” chant the boys and girls as they head down the steps.

Welcome to Your Library is one of the campaigns that reach the homes and families in the Black Belt region, part of a 16-county area in central Alabama. It is a coordinated effort between the library and the Selma City and Dallas County school systems. The result is an annual September blitz, timed to coincide with National Library Card Sign-up Month, that blankets Dallas County in library cards for 1st graders over the eight days it takes to ensure that each child gets to experience an hour-long celebration of their burgeoning literacy.

Thanks to an amazing busing schedule, the cycle moves like clockwork as the children in each class arrive, make their necklaces, hear about the library, get energized to “come back soon!”—and then line up to leave as the bus pulls in with another 40 kids.

Dallas County, where the library is located, faces challenges common to the region, including poor education, lack of jobs, teen pregnancies, high infant mortality, and other social issues. The library prioritizes developing programs, building resources, and cultivating partnerships that will reach these at-risk families.

While other children’s programs at our library cast a wider net, Welcome to Your Library specifically targets every 1st grader in the county, providing the transportation that brings each and every one of them to the library for a welcome visit and their first library card.

—Becky Cothran-Nichols
director/children’s coordinator
Selma–Dallas County Public Library

Libraries and the Future of Electronic Content Delivery

Libraries are about content plus community,” says Michael Porter. “What does that mean in a world where in 5, 10, or 20 years the vast majority of content is electronic?”

Porter, who joined the ALA Executive Board in June at the end of Annual Conference, draws on two decades of experience as a librarian, speaker, and writer to envision an organization that will take a leading role in charting the future of electronic content delivery for libraries, with expert information professionals and industry leaders at the helm. He created, and is president of, Library Renewal, “a new kind of nonprofit” organization whose goal is to develop “a new electronic content access and distribution infrastructure.”

Porter talked with *American Libraries* at ALA’s 2011 Midwinter Meeting about “making an idea happen,” the current information technology landscape, the plans for Library Renewal in the year ahead, and how librarians everywhere can get involved.

One of the goals of Library Renewal is to combine research, partnership, and grassroots involvement to define the future of electronic content delivery. Why is this important now?

Google lapped libraries early on in self-service search on the web, but iTunes, Netflix, Amazon, Pandora, Spotify, and others are now getting ahead of them in providing electronic content. Either we figure out how to get people the electronic content they want, when they want it, in the

formats they want it, or someone else does it ... and for a price that only some can afford. These companies, the faces of the new publishing, will deliver content in ways that lack our special training, care, understanding, community commitment, and long historical view. This trend threatens both librarians’ roles as providers of unfettered access to



Michael Porter

content and information, and—since it is built on this concept—democracy itself. The writing on the wall tells us we run the risk of being replaced by commercial alternatives that serve only those who can afford them. In such an environment, all content provision is subject to the corporate bottom line. Existing libraries are not addressing this massive threat, and it simply cannot stand, plain and simple: The stakes for libraries and the communities we serve are too high.

What are the critical implications of mainstream adoption of digital content for libraries?

Libraries either figure out new ways to be major players in a world where electronic content accounts for 85%–95% of content access (reading, research, music, and multimedia) or we become antiquated institutions that our local communities are less and less willing to support. That may sound extreme, but once you research the hardware currently on the market and future technologies, how the software is and will be working on that hardware, and the companies that are doing all of this right now, you see the writing on the wall with blazing clarity. We are at a critical crossroads that both presents amazing opportunities for libraries and poses powerful threats to our very existence—threats that we have never faced before.

How will Library Renewal address the challenges of increased digital engagement in libraries?

We are designed to be a “think and do tank” that works in three areas:

- Research—what is at play here and what are practical paths forward.
- Relationships—with major companies, corporations, professions, and individuals that see these issues as critical to society and want to join forces with libraries and Library Renewal.
- Outreach—within the library profession and focused on the general public, those who understand that if libraries do not provide effective access to electronic content, their libraries may very well go away. These millions of citizens can create

a critical mass of support that can both spread the word and encourage cooperation and innovation.

Describe how an effective “electronic content access and distribution infrastructure” will better serve the needs and expectations of library readers and researchers.

As the cost of content-delivery devices plummet, these devices are becoming increasingly practical and powerful. On one hand, they can help people get the content they need more efficiently via electronic means, and this gives libraries a chance to meet users at their point of need. Embedding social features in these new forms at the library provides an opportunity for growth and renaissance that we have never ever seen.

How will Library Renewal help libraries adapt to evolving digital content in the long term?

By doing the research, relationship building, and outreach that we have planned—and by banding together with thoughtful, hard-working library professionals who are willing to chip in and work with us. Join with us; watch what we are talking about, writing about, asking about, and whom we are partnering with; send in your feedback; and spread the word. Think about becoming an advocate for Library Renewal. There is

Either we figure out how to get people the electronic content they want, when they want it, in the formats they want it, or someone else does it . . . and at a price tht only some can afford.

no other organization designed from the ground up to address these issues specifically, let alone in a way that allows you to be involved and contribute. Look at what libraries do now. Look at what you have seen happen with technology in the last 20 years. Join in and help make sure Library Renewal does what needs to happen, the way it needs to happen.

—Lisa Carlucci Thomas
(@lisacarlucci) digital services librarian
Southern Connecticut State University
New Haven

Book Buzz at BookExpo America

Librarians were well represented at the 2011 BookExpo America (BEA) in New York City, held May 24–26, in autographing lines, workshops, and publisher parties that lasted late into the evening. Although traditionally aimed at retail book buyers, BEA has been adding more and more programming for librarians each year; for 2011, *Library Journal* and *School Library Journal* each offered a Day of Dialog on May 23, the day before the expo officially began. The events that offered a full day of speakers focusing on topics that affect libraries attracted over 400 librarians. John Lithgow was a featured speaker at the *Library Journal* event and Katherine Paterson and Daniel Handler both made appearances at *School Library Journal*'s program.

“Librarian’s Book Buzz,” “Hot Graphic Novels for Libraries,” and “Librarians Shout ‘n Share” were among the workshops tailored to the profession. “Shout ‘n Share” featured a panel composed of six librarians who work in publishing or collection development: Barbara Hoffert,

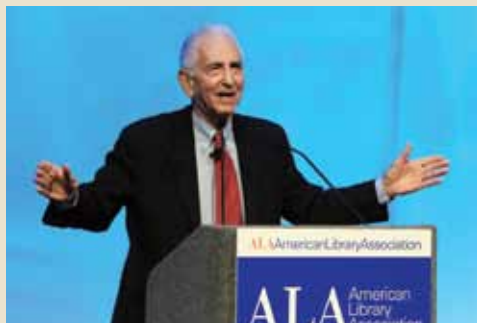
editor of *Library Journal*'s “PrePub Alert”; Douglas Lord of Connecticut State Library; Robin Nesbitt, director of technical services at Columbus (Ohio) Metropolitan Library; Nora Rawlinson, cofounder and editor of EarlyWord.com; Alene Moroni, manager of selection and order for King County (Wash.) Library; and Barbara A. Genco, who recently retired from Brooklyn (N.Y.) Public Library. Among the topics discussed were panel members’ favorite titles from the exhibits. They included *Rin Tin Tin*; *The Life and the Legend* by Susan Orlean (Simon and Schuster) and *The Louvre: All the Paintings*, photographed by Erich Lessing (Workman). Doug Lord singled out *Crafting with Cat Hair* by Kaori Tsutaya and Amy Hirschman (Quirk) as the most unusual title he found at the exhibits.

The Librarian Lounge, a seating area that *Library Journal* sponsors each year on the exhibit floor, gave librarians an opportunity to network, enjoy refreshments, and share their BEA experiences.

—Rocco Staino, chair of the Empire Center for the Book

NEWSMAKER: DANIEL ELLSBERG

Forty years ago, Daniel Ellsberg leaked the Pentagon Papers, documents that revealed the secret history of the United States' involvement in Vietnam from 1945 to 1967. Since then, Ellsberg has been a lecturer, writer, and activist on controversial U.S.



interventions and the need for patriotic whistleblowing. Ellsberg was a prominent guest at Annual in New Orleans, giving an Auditorium Speaker address and attending a discussion that took place after the screening of a documentary about his experiences, *The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers*. Former AL Editor Leonard Kniffel interviewed Ellsberg after his speech. Video and an extended version of this interview are available on americanlibrariesmagazine.org.

American Libraries: Could you recap your central message for the many librarians who couldn't be in New Orleans?

DANIEL ELLSBERG: Librarians are custodians of history and of journalism. My message to begin with was that the situation today is remarkably similar to the one that the country was facing 40 years ago with the Pentagon Papers: What to do with respect to an unwinnable war that we were heavily involved in? I'm speaking primarily of Afghanistan now, but also a number of other wars that we are involved in, whether the President calls them wars or not. Presidents prefer to send men and women to die and to kill rather than be called names themselves, risk reelection, or risk their place in history. And that's a very typical choice, cynical as that may sound. I don't think that President Obama is worse or different from the others. But that's not a justifiable cause.

Vietnam was called the first war that was televised. Do you think that the internet and the media's response to the various wars that we're involved in has changed the game at all? Between 56% and 71% of Americans now think we should be out of Afghanistan as soon as possible, but that does not mean we will be out of that war any time soon. I said that people had that opinion in 1968. The war went on for seven years. We could be in Afghanistan indefinitely no matter how many people are against the war. But it is true that the more you can see it up close on television, the more public opinion will be affected.

If I had top-secret information that could stop the war in Afghanistan, what would you tell me to do with it now? First, I would go to the *New York Times* in hopes that they would print large amounts of it. But I wouldn't wait for months, as I did, without being told they were actu-

ally working at it right away. If I had to go months without knowing that, I would now go to other papers, and if that didn't work, to WikiLeaks. Or if I went first to WikiLeaks, I would do it on the understanding that they coordinate with not just one paper, but several papers, creating that competition, so that no one paper feels they can bottle it up by sitting on it the way the *New York Times* did.

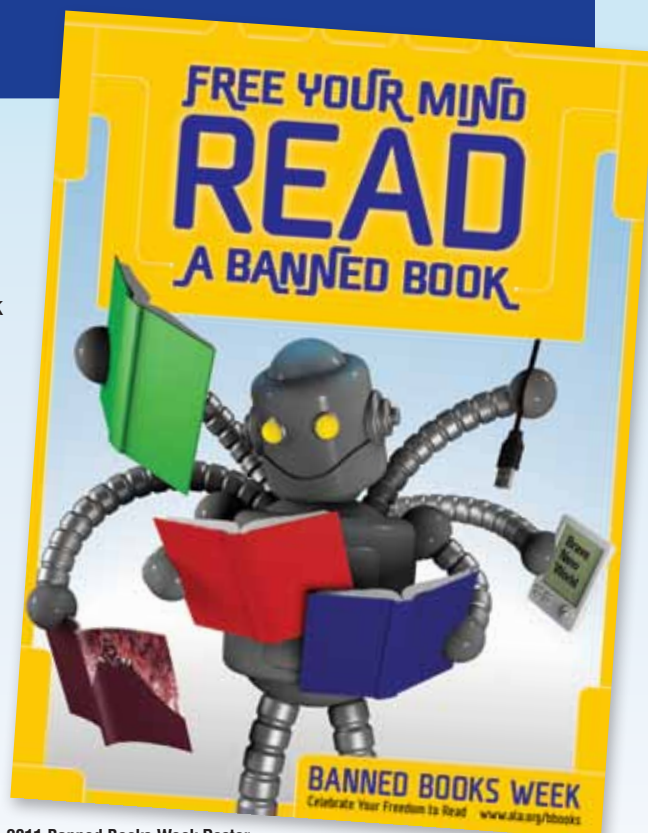
When you look back on the Pentagon Papers and you look back on your life and your activism, can you tell me why you didn't say, "Let somebody else do it?" The key thing was that I met people right before I copied the Pentagon Papers in late August of 1969 who were on their way to prison. I was letting them go, in effect. One of them, Randy Kehler, had gone to Harvard just like me, and he was going to prison because that was the best thing he could do to protest the war. I am sure that Obama has never sat in a room with a draft resister, or with somebody who refused to go back to Iraq and is in prison for it. Or Matthew Hoh, who didn't go to jail, but who resigned from the Foreign Service as the highest Foreign Service officer in one of the provinces in Afghanistan for all the reasons I've given. Hoh could say, "Mr. President, winning the next election is important for all the things you want to do. It's not some unimportant thing. But it is not the last word. It's not a sufficient reason to kill people at a large rate." ■

Celebrate the Freedom to Read!

Banned Books Week September 24-October 1, 2011

Banned Books Week celebrates the freedom to read and the importance of the First Amendment. Free your mind and read from a banned book! The **Banned Books Week** robot is back by popular demand!

For more information on how you can fight censorship, keep books available in your libraries, and promote the freedom to read, please visit www.ala.org/bbooks.



2011 Banned Books Week Poster

Back

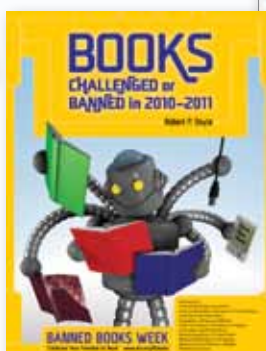
FREE YOUR MIND
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BANNED BOOKS WEEK
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2011 Banned Books
Week T-shirt

Front



I Read Banned Books Tote Bag



2011 List of Banned Books



Banned Books: 2010
Resource Guide



2011 Banned Books
Week Button



2011 Banned Books Week Bookmark



Banned Books Bracelets

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

How the World Sees Us

"If every tax dollar I generate were spent on funding public libraries, I would be the happiest taxpayer in the United States."

Escondido (Calif.) City Councilwoman OLGA DIAZ, who opposed closing the East Valley branch, a move that left the city of Escondido with only one library, in "A Core Service Taxpayers Demand," *San Diego Union-Tribune*, June 19.

"Librarians know what's available in a field, where to find it, whether to use it. You, on the other hand, have to write a paper about the self in *Hamlet*. Try Googling that without the help of a professional librarian: 12.3 million results."

Columnist IAN BROWN, reacting to the spring announcement that the Windsor-Essex (Ont.) Catholic District School Board was shutting down its school libraries and dismissing all but four of its library technicians, "Don't Discard the Librarians," *Toronto Globe and Mail*, May 21.

"The dilemma that schools will face is whether to cut a teacher who has been working with kids all day long in a classroom or cut teachers who are working in a support capacity, like librarians."

SHAEL POLAKOW-SURANSKY, chief academic officer for the New York City Schools, in the article "In Lean Times, Schools Squeeze Out Librarians," *New York Times*, June 24.

"If we are to have any hope of meaningfully increasing the literacy of our students, the solution must lie with classroom teachers and not with libraries and librarians. With the pervasive presence of technology in the classroom and at home there is less

need for librarians to teach students how to search the internet. It is our teachers, not our librarians, who must learn how to instill the love of reading in their pupils."

ZE'EV WURMAN, high-tech executive in Silicon Valley and senior policy adviser from 2007 to 2009 in the U.S. Department of Education's Office of Planning, Evaluation, and Policy Development, in the op-ed "Teachers, Not Librarians," *New York Times*, June 27.

"We are always interested in improving teaching, but the best teaching in the world will have little effect when students are hungry, are in poor health because of inadequate diet and inadequate health care, and have low literacy development because of a lack of access to books. . . . The positive impact of access to books on reading achievement is about as large as the negative impact of poverty."

University of Southern California Professor Emeritus STEPHEN KRASHEN, a noted linguist and educational researcher, in "Our Schools Are Not Broken: The Problem Is Poverty," a June 5 commencement address at Lewis and Clark College published in *Substance News*, June 10.

"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."

LADY GAGA, declaring her librarianness in the debut of her column "From the Desk of Lady Gaga," *V* magazine, no. 71 (Summer 2011).

"As so often is the nature of government, our local stewards are ignoring

the real problem: It is not the perfectly good Fernandina Beach downtown library building that needs to be replaced, but the self-styled 'Radical Militant' Fernandina Beach librarians who must go. Pronto. . . . While local taxpayers pick up the biggest tab for America's libraries, most librarians are little more than unionized pawns for the social-activist bosses of the American Library Association."

MIKE THOMPSON, past chairman of the Florida Conservative Union, in the op-ed "Save Our Libraries, Fire the Librarians," *Fernandina Beach News Leader*, June 27.

"Librarians open up the world. Knowledge is useless if you don't even know where to begin to look."

Children's author PATRICK NESS, 2011 winner of Britain's Carnegie Medal in Literature for *Monsters of Men*, who characterizes himself as a "child that libraries built" in an interview with *The Guardian* (U.K.), June 23.

"Wow, so now we have another enemy? The librarians? I am now beginning to wonder just what subversive ideas and ulterior motives may be lurking in the mind of my friendly postal worker. . . . We know this modus operandi all too well: Write an inflammatory article, people like me respond, the insanity gets more attention until it rouses a group-think reality of the fear monger's own making. Yawn. I for one am tired of your brand of toxic, divisive tactics."

Fernandina Beach, Florida, resident CANDACE FASANO, in a letter responding to Thompson's article, *Fernandina Beach News Leader*, July 4. ■

Mentors Need Advice, Too

A role reversal makes the relationship a two-way street

by Aniko Halverson Nijhoff

Librarianship is a profession with a strong tradition of mentorship. At some point in grad school, every future librarian has the daunting assignment to “find a librarian and interview him or her about his or her job.” You groan, you sigh, you poke around on the internet, you start sending emails or making calls, hoping to find someone who has time for you, isn’t a fuddy-duddy “old-school” librarian, and maybe, just maybe, will even inspire you, just a little bit.

Among the handful of library school students and other prospective mentees who contacted me over the last 15 years, Madeleine stands out—not only because of our memorable first meeting and the longstanding friendship that ensued, but also, now, because of what she has taught me, as we have in effect traded places in the mentoring relationship.

I can’t remember just when she first contacted me with an “I found your CV on the internet, can I meet you?” sort of message. At the time she was a hip fact-checker for glossy architecture magazines, and I immediately knew she’d make an enthusiastic, open-minded librarian.

Maddy became a true friend and later a part-time colleague, and is now a youth librarian for a major urban public library system. I can only hope I played even the tiniest, most miniscule part in any of her successes, even if I simply told her “Do it!” on the day I met her.

Now, years later, I have given up my job to move to the Netherlands, and I’m in need of a professional reinvention because of the dearth of library jobs here. For months I had been looking for a job where I can speak English until I achieve academic-level Dutch—and what should happen to present itself but a librarian position at a private school. The school is interested because of my credentials, but I need to demonstrate how I can handle the students. How will I prepare for the interviews, which in-

volve library lessons for kindergartners and 1st-graders? My simple strategy: Write to my former mentee and ask for her guidance.

Of course as soon as I ask, adroit Maddy sends me links, book lists, copious instructions, and go-get-’em pep talks. Now she’s the professional in this equation. She is inspired. She inspires me. She convinces me: I can do this. During my interviews, Maddy becomes the voice in my head, allowing me to

combine what I already know with her knowledge for this new context. Because of her, I am confident.

This experience, turning to my former mentee for advice, has shown me a new ideal to which mentorship can aspire: We can learn from, and depend on, each other. Relationships like this can only come about when we give attention to future generations. “Service to the profession” is a phrase that is tossed about, often in job descriptions or performance reviews, but many of us take it far too lightly. Ask yourself if you really believe in it.

No matter what you do or how busy you are, you were new to the profession once, in need of support. Were you fortunate enough to have someone to welcome and guide you? I have witnessed the “I don’t have time” mentality from colleagues and professional acquaintances, and it is a truly damaging attitude. Librarians who don’t have time for library school students must not be able to see past next week, nor must they care about whether the profession should someday meet its demise.

I’m privileged to have participated in the process of mentoring and to have gained surprising and substantial benefits from it, both as a working librarian and as a job-hunter.

And, yes, the school offered me the job. ■

ANIKO HALVERSON NIJHOFF is a public services librarian with 15 years of experience in academic and public libraries in the U.S. She currently resides in the Netherlands.



Madeleine stands out, not only because of our longstanding friendship, but also, now, because of what she has taught me, as we have in effect traded places in the mentoring relationship.

Automation Assessments

Middling satisfaction may lead to system turnover

by Marshall Breeding and
Andromeda Yelton

For the last four years, Marshall Breeding has conducted an online survey to measure satisfaction with multiple aspects of the automation products used by libraries. The results of the four editions of the survey data, along with brief interpretive narratives, have been published on Library Technology Guides. The May/June issue of *Library Technology Reports* takes a deeper look at the survey data, including an expansion of findings based on the 2010 iteration, an examination of trends seen across the four years, and additional analysis not previously published.

The survey data have been extended with additional fields that provide the opportunity to separate the findings into categories that show some interesting trends not otherwise apparent.

The data represented across the four years of the Perceptions survey provides considerable insight into the dynamics of the library automation industry. Only within the ranks of small libraries do we find superlative satisfaction with their automation scenario. Once we excavate below that surface, we find strata of trends that run in different directions. In this report we have explored some of the differences that

arise as we look at public versus academic libraries among those with differing collection sizes.

The survey instrument included six numeric ratings, three yes/no responses, three short response fields, and a text field for general comments. The numeric rating fields allow responses from 0–9. Each scale was labeled to indicate the meaning of the numeric selection.

While some products perform better than others, none provide a resoundingly satisfactory solution for most libraries of substantial size and complexity. The survey seems to reinforce the idea that the costs of

We detected no evidence of libraries being poised to abandon proprietary systems in droves.

the current systems press the limits of what libraries can bear. Almost all the comments about cost issues reflected concern; some state that current costs already exceed what they can tolerate. Hardly any comments reflected a sense that libraries feel they receive excellent value for their investments.

Analysis of the results fails to confirm open source library automation as a panacea. While those already involved with open source continue to support the concept strongly, the survey does not validate the open source ILS as the key to satisfaction. Outside the ranks of those already involved, we detected no evidence of libraries being poised to abandon proprietary sys-

tems in droves. We saw combinations of open source ILS products and support companies that produced widely varying levels of support and product satisfaction. Companies providing services surrounding an open source ILS face the same kinds of challenges in satisfying their clients as those faced by their counterparts involved in proprietary software.

The survey data shows that, on average, libraries are moderately—sometimes extremely—satisfied with their software, and fairly loyal to their vendors. However, cost pressures, troubled relationships with vendors, and alternate models such as discovery layers and open source software drive widespread reevaluation; 21% of libraries surveyed in 2010 are shopping for a new ILS.

While this benchmark stands a bit lower than in the economically stronger years of 2007 and 2008, it predicts that we may be in store for new rounds of churn in the turnover of automation systems. In broadest strokes the survey results reflect levels of disconnect between expectation and performance that may drive libraries out of their patterns of inertia and lead vendors toward new models of technology and service with the potential to narrow the gaps of discontent. ■

MARSHALL BREEDING is director for innovative technology and research for Vanderbilt University Library. ANDROMEDA YELTON is on the founding team at Gluejar.

As They Like It

Make friends, influence search results

by Joseph Janes

One of the best parts of my job, especially this time of year, is marveling at great achievements; how splendid it was to witness an old friend and erstwhile student, Eric Meyers, defend his dissertation last month.

Eric's dissertation covered a lot of territory; he studied the relationship between group information-seeking processes and the products of that activity in middle-school students, and found, among many fascinating things, that while youngsters liked working in groups, it often impeded rather than enhanced their performance on information problem-solving tasks. His model of group problem solving, suggesting beneficial places for professional intervention and assistance, will also be of great interest to many.

A minor note in his work caught my eye. In many cases, it seemed students were relying on the search results page, rather than clicking through to a website to find answers or information. That's not difficult to believe for middle-school students working on a class assignment, nor, now that I think about it, for anybody else. Truth be told, I've done this myself, if all I was looking for was available in the title, URL, or the brief excerpt on the results page.

The concept of results-page-as-destination was on my mind when I saw a commercial a few days later highlighting a new feature from

Bing. It's one of the early forays into an area we all know is coming: social search. That's been in the wind for a while, and now Microsoft is rolling this out. The advertising cites research that shows that 90% of people consult family or friends when making a decision, and that 80% will delay a decision until making that consultation.

Now, the ad proclaims, you don't have to wait, because Bing will consult your family and/or friends for you! Microsoft encourages Bing users to: "See which stories, content, and sites your Facebook friends have 'liked,' from news stories, celebrities, movies, bands, brands, and more. With the 'thumbs up' from your friends you can jump right to the stuff that matters the most to you." Integration with Facebook will also allow Bing to prefer sites and "stuff" that friends have liked, as well as things that have been liked by others, in addition to the popularity metrics that search engines have used for years.

There's more, including a suggestion to ask friends to "like" more things, so that there's more data to use (and more traffic on Facebook, imagine that), and so on. Undoubtedly, this is only the beginning of this sort of trend—there's a whole lotta data out there in status up-

dates and likes, tweets, geolocation check-ins, and so on. (No automatic biometric attitudinal data yet, but no doubt that will be coming soon; mood sensors on phones and tablets, anyone? Ick.) And if we've learned nothing else over the last

decade, it's that data will get used by somebody who sees a way to make money off it.

All of this seems to me a simultaneous broadening and

narrowing of the concept of search: encompassing even more information to improve a process notoriously difficult to crack, while diminishing the depth and complexity of the evaluation, understanding, and use of the results. Assuming this works, we'll see more examples of socially-aided or driven search, which will no doubt affect how search works, and thus how people think about search, and on and on, becoming a process increasingly personal and popular, in both senses of the word.

Mayhap Keats had it right nearly 200 years ago: "Beauty is truth, truth beauty—that is all/Ye know on earth, and all ye need to know." . . . but that's another story. ■



I saw a TV ad highlighting a new feature from Bing—an early foray into an area we all know is coming: social search.

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

Tutorials That Matter

Learning objects in the library instruction program

by Meredith Farkas

Over the past decade, a large number of academic libraries have created online learning objects for their patrons. Whether it was a basic guide on doing research or a suite of tutorials for every database and topic, there has been growing recognition that learning objects are an important way to instruct patrons at their point of need. Tutorials range from PDF versions of paper handouts, to static HTML tutorials, to video screencasts that visually demonstrate searches, to fully interactive tutorials that allow patrons to practice what they've learned.

Less and more

At many libraries, online instruction sits outside of any integrated instruction program—more as an add-on than an integral part of the instructional mission. Academic librarians work to ensure that face-to-face instruction is tied to specific class work so that students can immediately practice their new skills, making the learning more sticky. Many learning objects are not designed for specific classes or in collaboration with faculty teaching in the relevant areas; also, many sit on library websites instead of online classrooms and so are never found by students they would benefit.

Many still do not regard online instruction as something that can be as powerful and effective as face-to-face instruction. Online instruction

should not be seen as less-than, but as another excellent way to impact student learning, with its own pros and cons.

Instead of trying to cram as much information as possible into a single one-shot, librarians can design online modules that can be assigned at logical points in a course. The modules don't need to take up valuable class time, which may make it a more attractive option to faculty whose syllabi are already packed with content. Instead of designing a one-size-fits-all instruction session, librarians can create multiple experiences that appeal to different learning styles, which enables students to focus on topics they don't understand and skim areas in which they are proficient.

In the short term, creating learning objects takes a great deal of time and effort. It takes longer to create a polished tutorial—especially ones incorporating video and/or audio—than it does to prep for and teach a face-to-face class. Librarians must ensure that tutorials are ADA-compliant and that students find them usable and useful. However, once an online learning object is designed for a class, it may only need minimal editing for future use. At libraries where demand for instruction is outpacing staff growth, it makes sense to consider alternatives to face-to-face instruction.



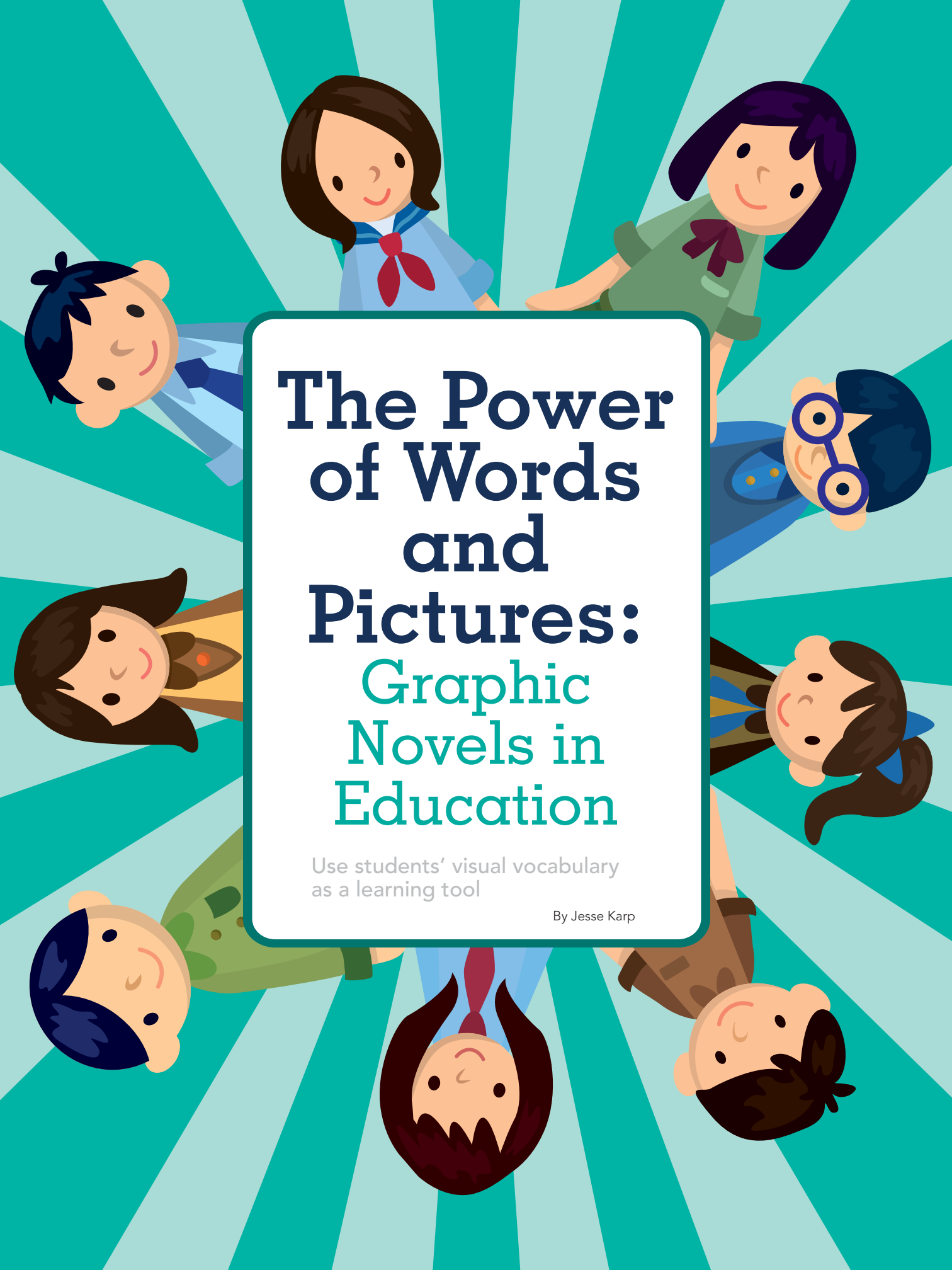
Instead of one-size-fits-all instruction, librarians can create online modules for different learning styles.

Some libraries are already integrating online instruction into disciplinary curricula. For example, librarians at North Carolina State University developed a

Library Online Basic Orientation, or LOBO, that contains a suite of learning objects for teaching the research process to English 101 students. Not only is it modular, but each tutorial comes with lesson plans and suggestions for how faculty can integrate it into their classes, enabling them to assign specific LOBO pieces at logical times in students' research process and to assess their understanding of concepts through discussion or an assignment. While it's nice for students to meet and talk to a librarian, it's not always feasible, nor is the one-shot always the best model for promoting lasting learning.

We have an unprecedented number of options today for providing online instruction to students. However, to ensure that the learning objects we create have the desired impact, we need to work to integrate them into disciplinary curricula, making them an integral part of our instruction program. ■

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The Power of Words and Pictures: Graphic Novels in Education

Use students' visual vocabulary
as a learning tool

By Jesse Karp

Perhaps we're past the point of having to explain that graphic novels, with their knack for attracting reluctant readers and hitting developmental sweet spots, have a legitimate place on library shelves. Perhaps.

But what about the idea that graphic novels encompass such a wide range of themes and create such layered experiences through word and art that they actually belong in classrooms? Because contemporary students have a much wider visual vocabulary than we did growing up, I contend that the format offers great opportunities to teach as well as to entertain.

My own experiences as a teacher and a librarian bear out the medium's potential. It will come as little surprise to anyone who works with children and young adults that graphic novels disappear from library shelves faster than anything else (except, maybe, vampire novels) and are the topic of eager discussion whenever they find their way into classrooms. This interest isn't solely among kids looking for a fun, colorful story. Equally interested are the graduate students in my class at Pratt Institute, as well as many educators at LREI, the independent school in Manhattan where I work. Fascination with the history and language of the form as a vehicle for education is clear.

Funny books and American culture

Comic books have long had a reputation for being disconnected from legitimate educational concerns. They were supposedly fluffy things, good for a laugh at best, agents of desensitization and proponents of violence at worst. Thanks to the graphic novel, educators and librarians are gradually finding that not to be the case. Professionals I have spoken with are astonished and delighted to discover that the history of the comic book is the history of American culture (and not just popular culture); that the medium's development reflects our own cultural growing pains over the last century; and that it defines certain aspects of the American psyche more trenchantly than any other art form around.

The superhero, comicdom's most famous (and infamous) invention, is a prime example of a potent cultural symbol long overlooked for what it has to say about the evolution of America's view of itself. Created as we came out of the Great Depression and World War II was on the horizon, the superhero character so potently reflected the American can-do spirit and penchant towards confidence

and arrogance (then and now) that entire curricula could be developed around it.

Many colleges and universities already recognize the production end of the medium as a valid form to pursue in education and as a livelihood. The Savannah College of Art and Design in Atlanta offers one of the top education programs in graphic novels in the country, but far from the only one. The Joe Kubert School of Cartoon and Graphic Art in Dover, New Jersey, has been devoted exclusively to the study of the form since 1976.

The point of all this is that sequential art (the form of expression that fills graphic novels) is a form with something to teach us. The graphic novel is no longer just a format suitable to learn *about*. It is also starting to be used as a tool to educate. Beyond simply learning about the production and history of the format, the content and the way it is conveyed are becoming part of curricular infrastructure. Art Spiegelman's *MAUS* and Marjane Satrapi's *Persepolis* are frequently drafted as supplements to history and social studies curricula. They are great books, to be sure, but the format is teeming with other, wholly unexplored possibilities. Let's have a look at a newer, very different kind of graphic novel and how it can be used in a library or classroom discussion.

A sample lesson: *The Arrival*

The Arrival, by Shaun Tan (Arthur A. Levine Books, 2007), tells the archetypal story of a man who travels to a strange land. Using wordless narrative to exemplify the isolation of his protagonist and visual metaphor to lend universal power to the journeys of other immigrants in the story, Tan gives the tale a deeply emotional tone. At the same time, he relates experiences by means of a physical object, which, through deft use of color, texture, and page composition, resembles an old photo album, suggesting that we are looking back through the years at an actual life.

Immigration is a common and relevant area of curricular concentration, and textbooks and classics cover much information on the topic. But a graphic novel like *The Arrival*, with a narrative deepened through visual art, creates a layered experience that affords the opportunity to expand the emotional understanding of the subject and inspire empathy—something most history texts don't—or can't—do. Using a graphic novel to begin discussion of a subject may be unusual, but studying a subject through narrative content certainly isn't. Try reading *The Arrival* with 6th- through 8th-graders and opening discussion with questions such as these:

■ Why aren't words used in *The Arrival*? What effect does this have on the reader?

■ Is *The Arrival* a colorful book? In what way? When and why does the color change? What effect does the use of color have on the overall reading experience?

■ The city the immigrant arrives in isn't real, but what sort of a city is it? Is it meant to suggest a contemporary or a historical place? In what way does it suggest that place?

■ How is visual metaphor used? Are the immigrants who tell their stories really running from giants with vacuums or through vast mazes? What are these things meant to represent? Why do you think the main character left his own homeland?

How sequential art communicates

What if we expand our purview a bit? Instead of the narrative content, why not focus on the manner in which the art communicates?

Sequential art combines words, which appeal to the intellect, and pictures, which appeal to the emotions, in a way no other art form does. Unlike picture books, the words and illustrations in sequential art coexist in one conceptual space (the panel) and are joined into a single piece, most commonly by word balloons. Television and movies demand the use of two senses, our eyes and our ears. But to process sequential art (comics and graphic novels), we use only our eyes and we absorb the material at our own speed, not the pace dictated by the filmmaker. The following ideas give a sense of how graphic novels work. They can be adapted for students in grades 1–7 for use in the classroom or in the library.

Telling a story without words. To demonstrate how narrative operates in its most stripped-down form, have each student illustrate the following story: A man (or woman) is hurrying to catch a train. He runs. He runs faster. He runs faster still. He either boards the train or misses it. He reacts to his success or failure.

Students must tell the story in six panels (no more and no less). They can use body language, facial expressions, color, and symbols such as speed lines, but they cannot use words. When everyone is finished, compare the ways the completed stories show the character's various actions and final reaction.

Depicting emotion and action. The following two activities give students an understanding of the various ways emotion and action can be portrayed. When the drawings are completed, ask the group to discuss the artists' chosen perspective and style.

1. Have each student draw five different depictions of "sad." They can use facial expressions, body language, words, color, or metaphor (e.g., a wilted flower), but each image must be limited to a single panel.

2. Have each student draw three different depictions of a character jumping. The jumps can be small or large, up,

down, or from one surface to another (one roof to the next over a sprawling cityscape). The students can use words, color, symbols, etc., but each depiction must be limited to two panels (for instance, the beginning of the jump and the end of it).

Translating a scene. This activity explores the choices inherent in the construction of a narrative.

Choose a passage from a book that is familiar to the students. The passage should be no more than a few paragraphs and depict a limited number of specific actions. It may contain (but should not be limited to) a brief conversation.

Ask the students to translate the passage from prose into sequential art, using words and other devices mentioned above. This time, however, ask them to make extensive use of the gutter, the space between the panels. The combination of the moments the artist puts on paper and those he or she purposely leaves to the reader's imagination (in the gutter) is what determines a visual narrative's success. Compare the completed stories in terms of their perspective, how the characters looked and felt, how actions were carried out, and what specific actions were left unseen between the panels.

Years ago, when I began experimenting with graphic novels in classrooms, I used an exercise similar to the one I've described above with a 3rd-grade class. In an effort to show the children how passage of time was conveyed in sequential art, I asked them to create, on the spot, a two-panel narrative within the space of about three minutes. Many students I've worked with don't want to share their personal work, especially impromptu creations like the ones these students were directed to produce. But when I asked for volunteers to show their panels, every single hand in this class went up. *Every single hand.*

I get similar results again and again when I talk about sequential art and use graphic novels with students. The form reaches young people in a way no other can, and thanks to graphic novels, I've seen students' imaginations (and interests) soar. Take advantage of the incredible potential these books offer. Use your students' enthusiasm to help them make a powerful investment in their own education. Why leave any resource untapped? ■



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Lyrasis gets varied collections online
quickly, and cheaply, through collaboration

by Kathy Anderson and Laurie Gemmill

Step Easily into the Digital Future

Libraries know the future is digital, but how do we get there in these times of shrinking budgets and staffs? In a tough economy, a collaborative approach makes digitization possible for many libraries. By joining a mass digitization collaborative, the historical society, museum, public library, or academic institution new to digitization can launch a small project and unlock the doors to their hidden collections for the first time; the larger university or cultural heritage institution can mount a large-scale project and quickly achieve a digitization goal at low cost.

The Lyrasis Mass Digitization Collaborative (MDC) is an example of a sustainable model that does not rely exclusively on grants or one-time funding; the collaborative works for libraries and cultural heritage institutions of all types and sizes. Lyrasis is the nation's largest regional nonprofit membership organization serving libraries. The Lyrasis MDC was founded to assist members with their digitization needs and its pricing is subsidized, in part, with grants from the Alfred P. Sloan Foundation. The collaborative now serves members throughout the entire United States, growing as Lyrasis has expanded from its legacy organizations (PALINET, SOLINET, NELINET, BCR), and currently has more than 145 participants from diverse libraries and cultural heritage institutions. The first goal is digitization of 20 million pages from member libraries and institutions.

"MDC, administered by Lyrasis in partnership with the Internet Archive, is arguably the best deal going for libraries and similar institutions to get significant quantities of printed materials digitized and online-accessible very quickly and inexpensively," said Gregory S. Sigman, acting librarian for the Music/Dance Library at Ohio University, in Lyrasis's *Solutions Magazine*. Thanks to the Sloan Foundation grants, participants receive subsidized pricing at very competitive rates.

Participating in the collaborative makes digitization easy for participants, whatever the size of their collection and budget, and whether or not they have experience and staff expertise in digitization. In the collaborative model, many steps along the way to digitization are already in place.

Participants do not need to purchase equipment, select a metadata schema or digitization standards, set up a technical infrastructure for digitization and delivery, or provide for hosting, storage, and preservation. They follow best practices and collection development guidelines established by the collaborative. The entire project workflow is already set up and streamlined. The process is extremely simple and conducive to very quick turnaround: Libraries place an order; select items for digitization; prepare metadata; and ship or deliver to the scanning center. The collaborative shares the new digital resources on the web through its partnership with the Internet Archive and the archive's involvement in the Open Content Alliance. Participants may also download copies of the digital resources to add to their own digital collections.

Unique resources come into view

LancasterHistory.org (formerly the Lancaster County, Pennsylvania, Historical Society), a pilot participant, is one example of a cultural heritage institution that was able to join the digital revolution because of the collaborative. It contributed for digitization volumes of the 19th-century agricultural journal *The Lancaster Farmer*. "We wanted to select a unique resource representative of the rich agricultural heritage of Lancaster County," said Rob Weber, former director of library services for LancasterHistory.org. "It was really easy. All we did was select what we wanted to digitize and deliver it to the scanning center. They took it from there, importing the bibliographic data from our catalog, and sending the volumes back to us." The subsidized rates of the collaborative made the project "very inexpensive for us," said Weber. "We wouldn't have been able to do it otherwise."

The goal was to increase scholarly use of the LancasterHistory.org collection and to reach out to new users. The response to the resource is typical of the response to many of the unique collections now highly discoverable as digital resources: Volume 12 (1880) of the journal has been downloaded 1,012 times since September 2008 by visitors to the Lyrasis collection on the Internet Archive. "It's been great," said Weber. "We've been pleasantly surprised."

Because of the critical mass of content in the Internet Archive, potential users discover MDC collection resources much more frequently than if they resided only in a library catalog or on an institution's website. In fact, Internet

Archive results often rank higher in search results than those of an individual institution's site. Digital resources meet users on the web, no matter what the entry point of their search—the library's website, catalog, Internet Archive, or web search.

Special collection resources now accessible to the world include resources from the Philadelphia Museum of Art, where books related to costume and textiles, arms and armor, and American decorative arts were digitized. One resource, *The Corset and the Crinoline: A Book of Modes and Costumes from Remote Periods to the Present Time*, has been downloaded more than 1,644 times since 2009—400 times in one week! For the Winterthur (Del.) Museum, Garden, and Library, the most downloaded items include a Montgomery Ward catalog from 1875.



The Lancaster Farmer, contributed for digitization by LancasterHistory.org.

Yearbooks, course catalogs, manuals, recital programs

Participation in the collaborative makes it affordable and easy to digitize entire runs of items including yearbooks, course catalogs, student handbooks, commencement programs, and student publications. At the College of William and Mary, for example, the Earl Gregg Swem Library was able to launch the Colonial Echo Digital Archive, with student yearbooks dating from 1899.

“The Colonial Echo means a great deal to members of the William and Mary community, especially to our alumni and their descendants. Having it available online makes it that much easier for alums to remember their happy college days or for children to discover how geeky—or cool—their parents or grandparents were back in the day. The online version also is a boon for present-day students or scholars seeking to learn what William and Mary was like in the past,” said Beatriz Hardy, interim dean of university libraries, quoted on the college’s website.

For the University of Maryland in College Park, joining the collaborative was “a perfect opportunity for us to finally get a large volume of university materials digitized,” said Jennie Levine Knies, UMCP’s manager of digital collections. UMCP was a pilot participant in the collaborative.

Digitizing the yearbooks has been very successful in terms of outreach to alumni; having digital copies of the course catalogs has greatly reduced the workload for the library. “It’s a huge help to have the yearbooks and catalogs accessible,” she said.

The media has often featured digitized yearbook collections, creating a continuing stream of new users and an increased awareness of libraries in the digital age. Among the colleges and universities that have created digital archives of yearbooks are: Butler University in Indianapolis, Indiana; Cumberland University in Lebanon, Tennessee; Delaware Valley College in Doylestown, Pennsylvania; Haverford (Pa.) College; North Georgia College and State University in Dahlonega; Ohio University in Athens; Lycoming College in Williamsport, Pennsylvania; Middle Tennessee State University in Murfreesboro; St. Mary’s College of Maryland in St. Mary’s City; Stetson University in DeLand, Florida; University of Mary Washington in Fredericksburg, Virginia; University of Maryland Eastern Shore in Princess Anne; University of New Haven in Connecticut; and West Virginia University in Morgantown.

Other projects achieved through participation in the MDC include:

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■ American Printing House for the Blind's M. C. Miguel Library—materials on the nonmedical aspects of blindness and visual impairment

■ Carnegie Library of Pittsburgh—technical materials on the history of industrialization

■ Indiana State Library—state government documents printed from 1818 through 1909

■ Curtis Institute of Music, Philadelphia—recital programs and course catalogs from 1924 to 1970 and other school publications

■ Emory University Libraries, Atlanta—Atlanta City Directories from 1867

■ New Jersey State Library—legislative manuals, proceedings, reports, and other government documents from the 1800s

■ Penn State University, State College—microfilmed agricultural publications

■ University of Florida's George A. Smathers Libraries in Gainesville—retrospective dissertation project

Diversity adds richness

The collaborative continues to grow, with new participants from Maine to Texas. The diversity of library and cultural

heritage institutions represented—music institute, art museum, state library, historical society, university, technical college, law library, city public library, to name a few—adds to the richness of the joint collection. The program serves member needs, whether production at a low price, help with setup, a learning experience, or fast digitization of a specific collection, and offers an innovative model for libraries to grow their digital collections.

What's ahead? Lyrasis is committed to providing cutting-edge digital services for its members, and recently announced its expansion to digitize other formats including archival materials and microforms. Despite the challenges of the economy, libraries are banding together to get the job done, digitizing unique collections and resources and sharing them with the world. ■



KATHY ANDERSON, a former Lyrasis writer/editor, lives in Philadelphia. LAURIE GEMMILL is Lyrasis Mass Digitization program manager and welcomes questions and feedback at laurie.gemmill@lyrasis.org. Visit the Lyrasis Mass Digitization Collaborative for more information. View the Lyrasis MDC

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Researchers enjoy a rich, accessible archive in Winona, Minnesota

By Allison Quam

How One Library Digitized Its Community's Newspapers

The Winona Newspaper Project, an open, noncommercial digital archive, is providing access to a number of historic periodicals of Winona, Minnesota, a midsized city in the southeastern part of the state. The project is an indispensable resource for Winona State University's Darrell W. Krueger Library and university faculty and students, as well as for local journalists and historians.

The success of the Winona Newspaper Project has hinged on decisions made by state legislators, newspaper publishers, university administrators, and librarians. The project is unique in that it has been financed exclusively through funds from the Krueger Library's acquisitions budget. Considering the current economic climate and the financial constraints under which many libraries are operating, it is remarkable the project came to fruition.

The digital archive contains over 385,000 pages encompassing 116 years of reporting by four newspapers: the *Winona Argus* (1854 and 1857), the *Winona Daily Republican* (1860–1901), the *Winona Republican-Herald* (1901–1954), and the *Winona Daily News* (1954–1976). Each digitized issue can be browsed in its entirety. Additionally, each page of each issue is fully indexed and keyword searchable, including articles, advertisements, and photos.

Law becomes a boon to libraries

The Krueger Library began digitizing Winona's community newspapers in 2004, but the history of the project can be traced to 1998 and a Minnesota supplemental-funding appropriation for higher education (S.F. 3297) that designated a portion to be appropriated to academic libraries. That funding, in the amount of \$73 million, was to be divided between the two Minnesota higher education systems: the University of Minnesota and the Minnesota State Colleges and Universities (MnSCU), of which Winona State University is one of 32 institutions.

Within that supplemental funding, MnSCU initially requested \$1.2 million in one-time funds for the system's libraries, but with the cooperation of the 80th Minnesota Legislature, the law designated \$3 million for the "acquisition of library materials and equipment." Minnesota Representative Gene Pelowski, one of the sponsors of the

bill, is quoted in the Minnesota House of Representatives *Session Weekly* as saying that MnSCU libraries had been “grossly underestimated and underfunded” and that the libraries had “become resource centers for the regions they serve, and not just the students, and the funds would help the libraries meet these needs.”

The 1998 law did not mandate the purchase of any particular type of materials or that the funds be used for any specific projects. System libraries spent much of these funds filling the gaps in their monographic collections and building collections that would support campus initiatives.

The language in S.F. 3297 applied only to the 1998–1999 biennium; since it did not explicitly state that the funds were to be recurring, they were absorbed into the MnSCU base-budget offering to the Minnesota State Legislature. During the 2000–2001 biennium, MnSCU retained the original legislative mandate and appropriated the \$3 million to the system libraries. Then, in the 2002–2003 biennium, MnSCU allowed individual campus administrations to decide how these additional funds would be appropriated.

Several system libraries no longer appropriated the funds to their budgets. But the Winona State University administration decided that \$212,000 of supplemental funds continue to be appropriated to the library’s budget, and thus the library was able to build the Winona Newspaper Project. The supplemental funding would cover the expenses, which included the digitization services, an annual hosting fee of \$8,000, and the purchase of archival master microfilm reels from the Minnesota Historical Society and Heritage Microfilm.

Building an expansive archive

The library was unable to commit personnel time to digitizing the newspapers and contracted the project through OCLC Digital and Preservation Resources, which used Olive Software for digitization projects. Olive was capable of digitizing a considerable amount of quality content within a short period of time and offered a hosting service. When OCLC ended its partnership with Olive Software during the project’s first year, the library contracted directly with Olive for the remainder of the project. Even though the library was appropriated supplemental funds, the librarians evaluated collection needs (i.e., monographic materials and subscription increases) before any funds were dedicated to the project. Thus, depending on collection development needs, the library has spent varying amounts each year on the project. During the first year, the library spent approximately \$169,000, and in this most recent year of the project, the library spent around \$98,000. To date, project expenditures total \$423,000.

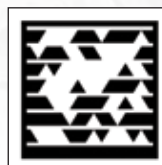
It took more than funds to realize the project, of course.

In order to build an expansive archive, officials had to approach the copyright holder and current community daily newspaper, the *Winona Daily News*. Before the newspaper agreed, it had to consider the ramifications of releasing the copyright, thus relinquishing possible future revenue from charging a fee for archived content. Editor Darrell Ehrlick explained in an interview that the breadth of the project and the opportunity to have the newspaper fully digitized was a compelling-enough reason to release the copyright. *Daily News* officials also considered the partnership with the university to be positive and worthwhile. The newspaper granted a limited copyright release to the library, which means that *Winona Daily News* remains the copyright holder but has granted the library the use of the newspapers for the digital archive.

Since the library began tracking usage in 2007, the Winona Newspaper Project has had over 46,000 visits from more than 60 countries and all 50 states. Not surprisingly, the primary users of the digital archive are located in Winona. The archive is used extensively by members of the WSU teaching faculty in the History and English departments for assignments in which students research topics related to local history. Local historians have relied on the digital archive for articles on topics ranging from an early-20th-century Winona botanist to the keyword-searchable advertisements of local grocery stores. Local journalists have also combed through the archive to research topics that provide a historical context for many of the stories they are currently developing.

The library reached an important goal in fall 2010: The newspaper project now includes digitized content through 1976. That brings the archive through the Vietnam War, a topic that is taught and researched at Winona State University. With the library facing additional budget cuts, it is uncertain whether it will expand the project. However, if funding becomes available, the library hopes, with the cooperation of the *Winona Daily News*, to extend the archive into the 1990s.

It would have been tempting to recommend to the WSU administration that these supplemental funds be allocated for standard library acquisitions. However, continuing to use these funds for digitization presents a unique opportunity to build a resource of lasting use for the campus community and the region. ■



ALLISON QUAM is an assistant professor in the Darrell W. Krueger Library at Winona (Minn.) State University.

READ MORE on your phone or at americanlibrariesmagazine.org about small digital projects. If your

phone has a web browser and a camera, **download the free app at gettag.mobi** and scan this bar code.



How to Offer More than a Movie

Producing film discussions that are serious cultural events
by Alan Jacobson

Many libraries don't screen films. Many just "play and walk away." Here's how to make your screening a quality cultural event equal to your book discussions.

Your library's films are some of the highest-quality work in your building, often unjustly ignored, maligned, and simply consigned to "popular material" (Charles Dickens or Alfred Hitchcock, anyone?) even though there is so much thematic and artistic richness waiting to be mined in a discussion format.

But there's that old saw: "Bring it back to the book." If only there were such handy alliteration for movies! What are your patrons doing by making your movie collections circulate every bit as well as most of your print collections? Are they . . . "Fetching it forward to the film?" See? It doesn't work—but that doesn't take away from my point: A film discussion can be as serious a cultural event as a book discussion—enlightening, entertaining, provocative, and adding a surprising dimension to your services.

Before setting out the popcorn

If you have never run a film program, how do you start? With simple legality and logistics. Even though you don't charge admission at the gate and sacrifice valuable staff (or volunteer) time to lead a discussion, you have to secure Public Performance Rights (PPR) or you're in violation of the law. Several companies sell PPR. Swank/Movie Licensing USA is the one we at Oak Park (Ill.) Public Library use for films shown at our Oak Park Viewers group. Our annual blanket license covers every major studio but 20th Century Fox; Swank will secure rights for other films for additional charges. For independent films, you will either discover that it is cost prohibitive—Criterion demanded \$200 for *Gimme Shelter* (Maysles and Zwerin, 1970) or on rare occasion, a company will love libraries, be flattered, and say "Sure, show it for free."

Now to actually rolling up your sleeves and setting up the equipment. Don't buy two machines; a Blu-ray player will

also play DVDs. As HDTVs have grown enormously in both screen acreage and quality, your room, depending on its size, may only need one nice big screen. Otherwise, spring for a projector, screen, and speakers; you don't want hearing-impaired folks to miss out on the dialogue. Recently, these setups have become surprisingly affordable.

Decide whether you want to provide popcorn and drinks. We screen both with and without.

Who wants to run the program? You may find out that every member of the staff does. Let the person with passion and expertise invest his or her energies in it, even if he or she is a volunteer (Oak Park has lucked into a great film historian who does our classic matinees). Always be sure the facilitator—whether retired historian, shelper, or librarian—is indoctrinated, trained, and constantly supported.

An important consideration: Your following will build slowly. Allow me to introduce Mark and Hannah. Nice research associates at a local college, they were my only attendees for three of the first six screenings in my very first series, "Just Jarmusch." They loved the attention, the detail that went into the preparation, and my being able to tailor my knowledge and research to their curiosity.

A horde may show up due to a fluke like programming wizardry, lack of decent *American Idol* contestants, or an alignment of the constellations. But for the most part, expect just a few attendees here and there for at least the first year. Just give it time to develop into something the community organically discovers and ends up valuing.

Kick-start that growth. Movies are an easy sell. Promoting your program will not only provide company for stalwarts like Mark and Hannah and eventually approach the critical mass every group aims for, but it will tell the community that the library takes its programming seriously. Build an email list and Facebook presence, write press releases and articles—whatever it takes to get the film series in your local paper's calendar. Whether you screen monthly, weekly, or yearly, post and share updates including positive reviews and previews (easy to find on YouTube). Create stunning posters for the film or series. Brand it. Make a logo for your film society. Issue membership cards. Remember, you want to take this seriously so it can build.

If you screen it, will they come?

Programming a successful film discussion series is tricky. Choose discussable movies—rich films with a lot of ideas and characters patrons understand. At first, most will attend just for the film, making discussing clips a losing proposition. Better to present the film as a whole, a text for study just like a book discussion. Remember, your job is to add value to the screening. You will enrich people's experiences, and you will reap the rewards.

Filling seats is a major concern, since every underat-

tended program is crushingly disappointing to the facilitator and a waste of the library's funds. In our community, intellectuals love the crème de la crème of flicks from other countries. Oak Park Viewers had tremendous success with the "Foreign Exchange" series. A couple dozen even showed up for the underexposed Chinese masterpiece *Mountain Patrol* (Chuan Lu, 2004). Like us, you may have success with classic matinees. Create the program title; whether it's a Bogart festival or book-based series, it's essential to market a program by tying films together in a logical, attractive package.

Timing is crucial in filling seats and building membership. Program a couple of movies in your series just after their DVD release date. Your patrons in the hold queue will attend. Some will stick around for the discussion. A few will come back for future screenings. I had to pull out extra seats for a recent screening of *The White Ribbon* (Michael Haneke, 2009), which we showed just a day after its DVD release.

No need to reinvent the wheel. Rip off the promotional ideas of others. The Film Society of Lincoln Center does an amazing job of programming its ongoing film series. So do many universities with healthy film programs. Art house cinemas often will host inspired series.

Festivals and awards can also inspire. Cannes, Sundance,

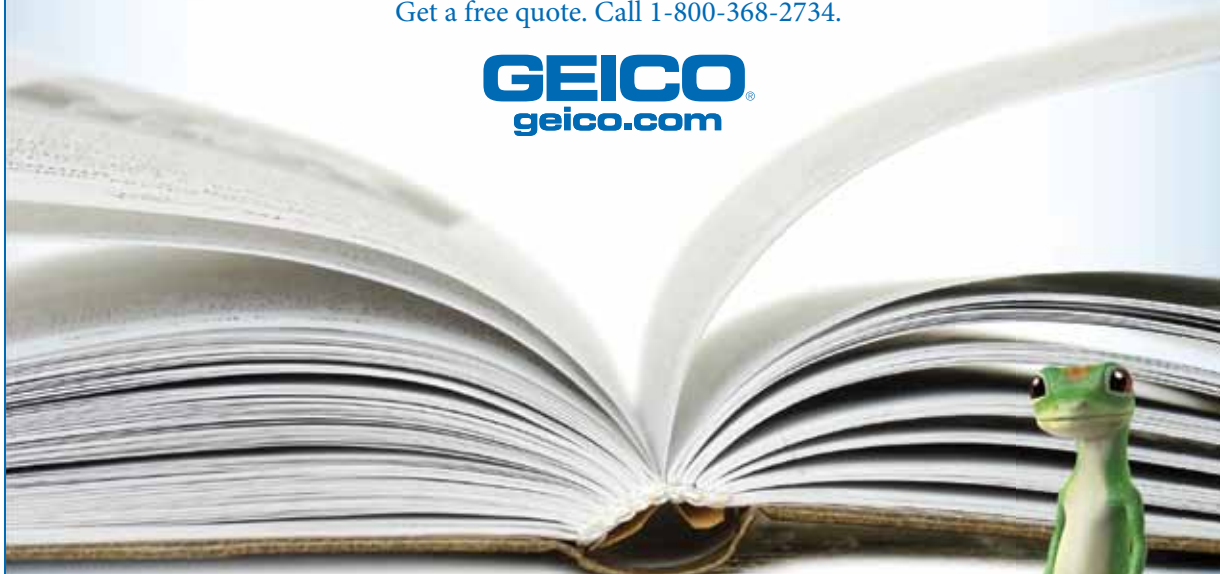
Venice, and Oscar will help you identify prestige films. The American Film Institute has great lists. The British Film Institute "Sight and Sound" poll of critics and filmmakers is the world's most respected list, which comes out once a decade; a new one is due in 2012. And just as choosing a Nobel or Costa contender usually predicts a quality book discussion, selecting a Sundance audience winner, Golden Lion, or Best Picture will offer plenty of themes, ideas, and rich cinematic content to pore over with the group.

Borrow reviews as well as filmographies. From Roger Ebert to Peter Travers and back to Pauline Kael, Andrew Sarris, and so many others, critics have always listed their favorite films. Use their lists. Internet Movie Database has all the data you need on the production of a film and links to a lot of good reviews, including some *New York Times* and *Variety* archives. Movie Review Query Engine links to most reviews as well, with nice feature articles, such as one listing Alfred Hitchcock's best-reviewed films (with *Rear Window*, 1954, at the top). Rotten Tomatoes does much the same thing but has a far more robust user community, and offers box office info (also available at boxoffice Mojo) among other features. Common Sense Media offers advice on whether a selection is family-friendly—although it's always been my philosophy to fly the intel-

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No need to reinvent the wheel: Rip off the themes of film societies, universities with healthy film programs, and art-house cinemas.

lectual freedom flag in favor of showing the best film possible, whether it's brutal and claustrophobic (*City of God*, directed by Fernando Meirelles, 2002), or an animated masterpiece (*Spirited Away*, directed by Hayao Miyazaki, 2001). Since it's always best to be responsible and considerate, I will warn of potentially offensive content several times during the prescreening presentation.

What films don't work? Oak Park Viewers did a "Love! You! Live!" concert film series. Screenings of *Festival Express* (Bob Smeaton, 2003), *Stop Making Sense* (Jonathan Demme, 1984), and *The Last Waltz* (Martin Scorsese, 1978) filled enough seats but were not discussable and the post mortems were abysmal.

No matter how esoteric and artsy your constituency seems, name recognition is key. A "Cult Classics" series, featuring everything from sideshow freaks to the Monty Python gang, failed to gain much larger an audience than the films' initial theater-runs . . . except for a certain film starring the Beatles. Jim Jarmusch and Wes Anderson bombed. Woody Allen was a hit.

Prepare for success. Craft good notes for both the presentation and discussion. When screening a serious director's work, study; books on Scorsese, Jarmusch, and Allen have served as my bible. Now that Oak Park Viewers is in the thick of our "Best of the 2000s" (pulled from *Film Comment*, imdb, and about 20 other places), the internet has proved to be an embarrassment of riches. Reviews by everyone from Elvis Mitchell to a local scribe to eons-old Bosley Crowther columns in the *New York Times* are free and readily accessible. What you use and choose depends on how much preparation time you invest. I need a minimum of an hour or two.

To put a finer point on it, I usually go by what I have enjoyed and learned in facilitating discussions (as well as from both teaching and attending film classes). I start with a 10-minute introduction to get attendees thinking: actors, actresses, gossip, something about the country, genre, etc., as well as some thoughtful reviews and mention of major themes. Rather than relate Martin Scorsese's full life story every time, I note that he was a suicidal drug addict who couldn't get out of bed until Robert De Niro forced him to work on *Raging Bull* (1980). In presenting *Mountain Patrol*, rather than talk about the history of China, I settle for summarizing its film history and drop a couple of tidbits about the subject matter. You are priming the group for thoughtful conversation. As for discussion questions, I usually settle for five or six and pull the major themes, take notes on how they are represented, and share quotes by the director, others involved in the film, and critics.

It's a labor of love for which you earn every penny. You don't have two hours to discuss everything. More likely,

you have 30 minutes. You will also host twice as many people as your average book discussion.

Note: There will be (symbolic) blood. *A History of Violence* (David

Cronenberg's 2005 entry into our "Best of the 2000s" series) attracted a couple dozen viewers, and a wild and wooly 16 people stuck around after the screening. It was chaotic, but manageable. One young man considered Cronenberg's argument to be that violence was inevitable and must be accepted as such. Another—well, violently—countered that the director was indicting our culture in general (and Hollywood specifically) for filling our screens with often irresponsibly gratuitous brutality.

My point being, it will get heated. You will have to talk over people. Change the subject with the help of an expert, using Ebert or Crowther's voice to do it. People respond surprisingly well to an interruption like "Roger Ebert said in the September 23, 2005, *Chicago Sun-Times* that it is 'about how people turn out the way they do, and about whether the world sometimes functions like a fool's paradise.' What does the group think of that?" It's certainly more efficacious than loudly insisting, "Let's give everybody a chance to talk."

Getting paid to watch movies

Getting paid to watch movies actually means a low rate of pay for a ton of work, some of it unpleasant. Not only do you furiously scribble notes (some of which will be illegible since you can't see in a darkened room), but you are the lone chaperone to a (frequently) mixed audience under that cover of darkness. As a result, people feel safe and often a bit *too* comfortable. Shut them up, stop the groping, etc. Always be alert; once I had to escort a violent drunk out of the room.

Mark and Hannah recently got in touch. They asked to be taken off the Oak Park Viewers list. It's now 90-strong, so I wasn't upset, merely curious, and asked them why I hadn't seen them lately. They said they had moved, and missed the screenings and especially the discussions.

What's to miss? Carefully chosen films presented thoughtfully, with brilliant patrons expounding on their meanings. They haven't experienced anything like it where they have settled. If you're reading this, Mark and Hannah, come on back—there's plenty to discuss! ■



ALAN JACOBSON is a volunteer coordinator, teaches computer classes, and leads film and book discussions in his capacity as librarian at Oak Park (Ill.) Public Library. He can be reached at librarianalan@gmail.com.

Librarians Witness New Orleans' Recovery

More than 20,000 return to the city for Annual

Because ALA's 2006 Annual Conference was the first major convention in New Orleans after Hurricane Katrina, many librarians feel an affinity for the city and a strong concern for its continued recovery. During the American Library Association's 2011 Annual Conference, 20,186 attendees saw first-hand the progress that has been made.

Jill Nishi of the Bill and Melinda Gates Foundation kicked off a panel discussion of "Recovery along the Gulf Coast" by saying it was hard for her to believe that it has been five years since Hurricane Katrina ravaged large portions of Mississippi and Louisiana. "But so much has been accomplished," she added.

In 2006, the Gates Foundation awarded a \$12-million grant, to be administered by Lyrasis, to support Louisiana and Mississippi public libraries damaged or destroyed by Hurricanes Katrina and Rita. She said that the librarians of those two states "accomplished those objectives with flying colors." Libraries might have been "out of sight, out of mind" were it not for the temporary facilities set up in the hurricanes' immediate aftermath. "You have been tenacious, doggedly persistent," she said, and have "built back stronger than before the storm."

At the President's Program of the Library Leadership and Management Association, Tim Duggan



Siva Vaidhyathan addresses the Auditorium Speaker Series crowd about the dangers of Google's breadth of influence.

spoke about how the Make It Right Foundation is building low-cost, sustainable, storm-resistant housing in New Orleans' Lower Ninth Ward. As Duggan, a landscape architect for the foundation, said, "We're building LEED Platinum houses for the same price as formaldehyde-filled FEMA trailers."

Duggan noted that it can be difficult to persuade officials to support greener construction alternatives. But while you can't turn a bean-counter into a tree-hugger, "The moment you can show the bean-counter value in hugging a tree," he said, "they'll do it all day long." For

example, last year, the city of New Orleans spent \$47 million on electricity simply to pump water over a levy. While permeable concrete, which allows water to seep through the sidewalk into the ground rather than running off, has a higher upfront cost, "thinking of it as an investment led to a plan that alleviated 375,000 gallons of water every time it rained," Duggan said. Within seven months, the project paid back its premium cost.

Five years after ALA held its first-ever "Libraries Build Communities" volunteer effort in New Orleans, more than 220 ALA volunteers from

across the U.S. gathered June 24 at the convention center for the annual community service event. They departed for 15 work sites including local public and school libraries, Kingsley House, and other rebuilding organizations. Library volunteer duties consisted of shelving books, reorganizing and updating collections, and record-entering and cataloging. Additional volunteers assisted with landscaping, painting, and various construction projects.

As Libraries Build Communities returned to its launch site, it was also evolving. As its Emerging Leaders project, Group F (Kristi Brumley, Easter DiGangi, Heather James, Erin Leach, and Teri Shiel) recommended expanding it into a year-round, skills-based volunteer program. “The state chapters would compile different volunteer opportunities with their members and match skills needed with the person with those skills,” DiGangi explained.

Celebrity speakers

Activist writer and cofounder of the It Gets Better project Dan Savage opened the conference with a moving message of positive subversion. Savage said that the idea of releasing videos online came about in part because he realized he would never be invited to speak to the parents of children who most need to hear the “It Gets Better” message of hope for LGBT kids. “They need to know that they have a future and the future will be joyful if they can get through this part of their lives.”

Librarians are an appropriate audience, Savage noted, because It Gets Better “at its heart is about access to information.” Savage and partner and project cofounder Terry Miller have compiled a book based on the project, in part to challenge school libraries and to get schools to change their policies to “zero tolerance for bullying.” In addition, not



The National World War II Museum hosted the ProQuest Scholarship Bash, which raised money for ALA scholarships.

all kids have access to the internet, he said, and not all gay kids can risk creating “an incriminating browser history.”

Entertainer and now children’s author Molly Shannon delighted a packed Closing Session crowd with tales of growing up as a just-a-tad-naughty child. That spirit is evident in her book *Tilly the Trickster*, which she read to the audience. “It was easy to write about a trickster,” she noted, because “my dad was the biggest trickster of all time. He made everything an adventure.”

The Auditorium Speaker Series attracted plenty of star power to New Orleans. Nine presentations over three days featured 12 authors, media critics, and other notables. Married couple Laura Lippman, author of the Tess Monaghan novels, and David Simon, creator of the HBO series *The Wire* and *Treme*, appeared together in public for only the second time at the PLA President’s Program, speaking to each other and the audience about the relationship between books and television. “Books cannot be written the same way anymore,” Lippman said. “The audience has been raised on TV; you can’t write like Dickens anymore.”

“Whereas you can write a multi-

POV novel now where the POV jumps around,” piped in Simon, citing it as another influence of filmed entertainment.

Children’s author and illustrator William Joyce used his time to extol the power of stories, which started for him as a child when he began writing and illustrating to cope with the bombshell news that Santa Claus and the Tooth Fairy weren’t real. In the wake of Hurricane Katrina, “everyone’s story had blown away,” he said, but there was a transformative power in listening to people’s stories and in telling new ones.

Even though he wrote *The Google-ization of Everything (And Why We Should Worry)*, Siva Vaidhyanathan had plenty of good to say about the company. “Google has actually treated us very well,” he said, adding that it “does a good job with what they offer and they do it for free.... They’re doing an amazing thing, and causing very little real-world measurable harm.”

But the breadth of Google’s influence should still give us pause, Vaidhyanathan, a professor of media studies and law at the University of Virginia, cautioned. He argued that individuals’ communication, their knowledge, and they themselves are



At the Pura Belpré Quinceañera Celebración, Master of Ceremonies Francisco Vargas changes the shoes of AnaLaura Madrid Couret, who symbolized the Pura Belpré Award. The celebration honored this year's winners and 15 years of the award itself.

increasingly affected by what Google says about them. To counter this, he has proposed the Human Knowledge Project, a long-term effort to overcome information discrepancies around the world.

Secrecy, privatization

With the Pentagon Papers finally being declassified on June 13, Daniel Ellsberg's Auditorium Speaker Series speech took on unexpected timeliness. "There's never been a time, really, that the lessons that might be drawn from those papers are so timely," he announced.

Ellsberg, who leaked documents in 1971 showing the secret history of the planning of the Vietnam War, said that those lessons haven't been applied in the country's current wars. "Right now, we have a president who is just like the others," Ellsberg said. "Not different, not worse, but faced with a confrontation that can't be won ... he did what Johnson did, and my guess is for the same reasons: 'This is not a good year for me to lose Afghanistan.'"

Offering a somewhat more opti-

mistic take on government secrecy was Tom Blanton, director of the National Security Archive at George Washington University. In the program "When It Leaks It Pours: WikiLeaks, National Declassification System, and Access to Government Information," Blanton asserted that WikiLeaks is now partnering with publishers to determine how to release its information.

"Contrary to the *Anarchist Manifesto*, there are some secrets that should be maintained" because they can kill people—such as the names of Afghans who are working with the U.S. to identify members of the Taliban. Blanton said WikiLeaks is adopting elements from the journalistic code of ethics, with the result that information that should be released is "coming out slowly, and even, I would argue, responsibly."

Heated discussion marked the packed "Privatization of Libraries: What's at Stake for Your Profession and Community" session. Among the speakers were Lorie Christian and Lori Rivas, two mothers who home-school their children in Santa

Clarita, California, who told how city officials there voted to privatize the library and award a contract in the same city council meeting.

Ron Dubberly, president of library-management company LSSI, asked from the audience why everyone thought privatization was so bad. Rivas said that her issue was not with whether or not librarians who worked for a private corporation were qualified to do public library work, but that "those who serve the disenfranchised all bow down at the altar of profit when managed by private companies."

Another audience member, who works for an LGBTQ organization, expressed concern that a privatized library might not place an emphasis on serving anybody and everybody. Richard Salmons, director of the LSSI-run Jackson–Madison County (Tenn.) Library, rejoined, "My library underwent privatization and I can tell you that we don't make people carry around ID cards that say gay or straight or homeless. Everybody is welcome in my library."

Time for fun

A sudden downpour couldn't dampen the spirits of participants in ALA's first-ever Advocacy Flash Mob and Freeze, which took place in Jackson Square on Sunday. More than 25 boisterous librarians danced and sang in the rain before freezing for three minutes to show libraries' devotion to New Orleans and that all communities should care about their libraries.

Friday night's ALA Play event attracted librarians to play video and board games and try on and model Star Wars, anime, and steampunk costume pieces. The fun event also had a serious purpose: giving librarians ideas for gaming and cosplay programs at their own libraries.

A new movie series, "Now Showing @ ALA," screened nearly 20 films and television episodes

COUNCIL ACTIONS

The ALA Future Perfect Presidential Task Force presented some mind-opening yet controversial recommendations that would forever change the Association's governance (Council Document #44). Among the ideas are: providing more options for virtual conference attendance; live video and audio streaming of all conference sessions; conferences hosted in additional cities and sites; the elimination of Council and expansion of the Executive Board; and allowing members to join ALA and their state library associations at the same time.

The Presidential Task Force for Improving the Effectiveness of ALA's Council (CD#45) approved these measures: requesting that all resolutions support ALA's Strategic Plan; calling for enhancing opportunities for members to respond to and interact with ALA leadership at the Annual Conference Membership Meeting and the Council/Executive Board/Membership Information sessions; and requesting a proposal and budget for a Council self-assessment study.

Council approved a FY2012 budgetary ceiling of \$62.9 million. Treasurer Jim Neal also talked about a change in the Long-Term Investment Fund payout formula (CD#16.1) that would make \$640,000 more a year available for use in scholarships, awards, program initiatives, and general operations.

Other resolutions approved included: urging support of Out-of-School Time library programs in all libraries for children and teens (CD#48); policy revisions in accordance with the Strategic Plan 2011–2015 from the Policy Monitoring Committee (CD#17.1); and Constitution and Bylaws Committee suggestions regarding the withdrawal of candidates during the election process and voting during virtual membership meetings (CD#25.1). The Committee on Organization received approval for revising the charge of the ALA–Children's Book Council Joint Committee, creating the Games and Gaming Round Table, and asking for a pilot study on modification of the member-volunteer forum to include electronic participation (CD#27.2). An amended resolution on revised guidelines for the ALA Intern program from the Orientation, Training, and Leadership Development Committee (CD#50) also passed.

The Intellectual Freedom Committee received the nod on resolutions to protect library user confidentiality in procedures for self-service holds (CD#19.3) and to continue opposition to the use of Section 215 of the Patriot Act and the use of National Security Letters to

violate reader privacy (CD#19.4). The same measure on Section 215 was also presented by the Committee on Legislation (COL) and approved.

COL also received approval in their quest for full FY2012 funding for the U.S. Government Printing Office (CD#20.8); increased funding for the Improving Literacy Through School Libraries Program (CD#20.10); and urging Congress to include libraries in the Workforce Investment Act (CD#20.12).

Also approved was a resolution endorsing the United Nations' May 16 Report of the Special Rapporteur on the Promotion and Protection of the Right of Freedom of Opinion and Expression (CD#51). A motion that would have made ALA Connect the Association's official online document distribution channel and archive (CD#52 Revised) was defeated.

Council referred a report from the Presidential Task Force on Equitable Access to Electronic Content (EQUACC) to the Budget Analysis and Review Committee (CD #41.1). Among the group's recommendations was \$20,000 for a two-day meeting, \$1,000 for educational webinar trainers, and \$15,000 for a "Project Do-Over" strategy meeting as well as a permanent home for issues regarding equitable access to electronic content within the ALA structure. The task force also recommended that the group's work be extended to the 2012 Midwinter Meeting at a cost of \$50,000 to oversee their transition into a permanent advisory committee.

Memorial resolutions were offered for Edward Swanson, Patricia Wilson Berger, Christy Tyson, Margaret "Peg" Oettinger, Norman Horrocks, Virginia Mathews, Diane Gordon Kadanoff, Linda Jean Owen, Herbert Goldhor, Ursula Meyer, and Lane Thompson.

Tribute resolutions included Oklahoma State Rep. Lee Denney (R-Stillwater), who was honored by the Oklahoma Library Association with the Bill Lowry Library Champion Award for her efforts in support of state libraries; and ALA Conference Services and Gale Cengage Learning for providing shuttle bus service accommodating attendees with disabilities.

The ALA–Allied Profession Association Council passed a FY2012 budgetary ceiling of \$271,988, including anticipated revenues of \$179,245 and an unused loan balance of \$92,743. The Council also said goodbye to Director Jenifer Grady. Lorelle Swader, director of ALA's Human Resource Development and Recruitment, will take over the day-to-day operations temporarily.—*Pamela Goodes.*



Construction is underway on replacements for several of the libraries destroyed by Hurricane Katrina, including Jefferson Parish Library's Lakeshore branch.

throughout Annual. Some tied in directly to presentations, such as the Oscar-nominated documentary *The Most Dangerous Man in America: Daniel Ellsberg and the Pentagon Papers*. Others, including four episodes of the PBS series *Great Libraries of the World*, featured libraries directly, while titles like *Mine and Faubourg Tremé: The Untold Story of Black New Orleans*, offered insight into Annual's host city.

Battledecks once again proved to be a raucous and exhilarating event, as nine intrepid presenters gave impromptu talks with slides they'd never seen before, with the theme (revealed moments before) of "I believe that libraries are the future; fund them well and let them lead the way." Irmgarde Brown, manager of the Havre de Grace branch of the Harford County (Md.) Public Library, emerged victorious.

The "Many Voices, One Nation" series featured readings from Maya Soetero-Ng and Yuyi Morales, author and illustrator of *Ladder to the Moon*; journalist Jordan Flaherty; and the Neighborhood Story Project, founded by Rachel Breunlin and Abram Himmelstein. Many Voices, One Nation is an evening of literature and performance that reminds

participants of the many unique cultures sharing one world.

Pat DiNizio, lead songwriter and vocalist for the band The Smithereens, performed for the Wrap Up Rev Up party. Taking place after the exhibit hall closed, the party gave attendees a chance to relax and recover while building excitement for next year's Annual Conference.

Other notables

At her President's Program, ALA President Roberta Stevens interviewed Sue Gardner (see cover photo), executive director of the Wikimedia Foundation. Some 400 million people use Wikipedia every month, and Gardner said the nonprofit survives through donations but remains radical in its belief that people have the right to access information. "Wikipedia is where people are going to get their information," she said, so "it behooves us all to help it be as good as it can be."

Representing the Bill and Melinda Gates Foundation at the Opening General Session, Jill Nishi announced that the foundation was pledging \$300,000 to the ALA Spectrum Scholarship Program.

Also at the Opening General Session, Yohannes Gebregeorgis was

awarded Honorary Membership, ALA's highest honor. Gebregeorgis, founder of Ethiopia Reads, was recognized for lifetime achievement in building libraries for the children of Ethiopia.

On the exhibit floor, some 700 vendors showed off their wares. New this year was a pavilion dedicated to mobile apps. The exhibit hall also featured a steady stream of author readings and demonstrations on four stages: the Live @ Your Library Reading Stage; What's Cooking @ ALA for cooking demonstrations; the PopTop Stage, which focused on mystery, romance, technology, and travel; and the Graphic Novel and Gaming Stage. Read the full exhibit report on pages 52–53.

ALA's Committee on Diversity hosted a town hall meeting to discuss issues related to diversity in library environments. Jacqueline Zaleski Mackenzie, an author and nonprofit business consultant, reported on school and youth services, indicating that empowering parents empowers the child because reading is the foundation of education. She also said her group called for aligning the goals of school libraries with the community, politicians, and churches. Mackenzie added that school librarians should also provide assistance for students who may not have an extensive digital background.

Robert Wedgeworth, former president and CEO of ProLiteracy Worldwide, used the Jean E. Coleman Library Outreach Lecture to call for a coordinated effort to address adult literacy education needs. "We know that even a modest increase in literacy rates produces a significant increase in GDP," he declared. Wedgeworth also told the audience about promising legislation, the Adult Education and Economic Growth Act of 2011, which has been introduced in both houses of Congress, which would create the



New ALA President Molly Raphael, accompanied by her husband Ted, arrives at the ALA Awards Ceremony and Inaugural Banquet.

framework for a coordinated system at the federal, state, and local level.

“The limits of collaboration know no bounds,” declared famed librarian Nancy Pearl as she moderated “Libraries and Bookstores: Strange Bedfellows?” The program was a panel discussion between librarians, booksellers, and publishers that urged cooperative programs for reading promotion.

“The bookstore customer is the library patron,” said panelist Ruth Liebman of Random House. “They do not compete with each other, and we know that is true.”

The “Digital Bridge to Somewhere” panel discussed digital technologies in libraries. Jeff Hoover, principal with Tappé Architects, noted that planning a physical space around technologies that don’t yet exist is nearly impossible. “We need to build libraries for people, not technology,” he declared. “Technology is always changing, so that will never be the constant, but patrons always will.”

At “Science Programming 101,” representatives from the Lunar and Planetary Institute previewed the institute’s new activity module intended to support the exploration of

Earth science in public libraries. Session leaders also discussed Discover Earth: A Century of Change, a new traveling exhibition for public libraries focusing on Earth sciences. Librarians can join the Science-Technology Activities and Resources Network Community of Practice at community.discoverexhibits.org.

Librarians from the Save NYC Libraries campaign shared their experiences in creating unique library advocacy events to draw attention to budget cuts and staff layoffs and their impact on library services to local communities in “We Will NOT be Shushed: A New Method for Library Advocacy.” Presenters Lauren Comito, Aliqae Geraci, and Chris-

tian Zabriskie were among the organizers of recent attention-grabbing events such as a zombie walk across Brooklyn Bridge and a flash mob hugging NYPL’s Schwarzman Building. Whether the advocacy approach is traditional or unique, however, the presenters offered several suggestions, including creating relationships with the press and keeping them notified, staying focused on the message, and avoiding organizational infighting.

The RUSA President’s Program addressed “Marketing Reference on a Dime,” with a panel offering inexpensive tips and ideas. Amy Mather of Omaha (Nebr.) Public Library and Manya Shorr of Sacramento (Calif.) Public Library offered a public library perspective, suggesting that librarians target specific business needs to demonstrate how the library can save local companies money. Kathy Dempsey of librariesaessential.com and Selene Colburn of the University of Vermont took an academic librarian’s approach, encouraging the audience to listen to students and get them to help create marketing campaigns tailored to services they want. ■

—Liz Humrickhouse, Leonard Kniffel, Greg Landgraf, and Pamela A. Goodes contributed to this report, with additional material from Jennifer Dominiak, Ed Garcia, Mel Gooch, and Cognotes. Read more reports from *Annual* at americanlibrariesmagazine.org under the #ala11 tag.

REGISTRATION TOTALS

	New Orleans 2011	Washington, D.C. 2010	Chicago 2009
Registrants	14,969	19,513	22,762
Exhibitors	5,217	6,688	6,179
TOTAL	20,186	26,201	28,941

New Technologies, New Directions Emerge at ALA

The lowdown on high-tech trends showcased in the exhibit hall

Technology, innovation, and convergence were all on display inside the bustling 2011 ALA Annual Conference exhibit hall in New Orleans. Aisles of publishers with bright, appealing print-book displays and long lines of fans awaiting author signings gave way to technology pavilions with presentation seating and numerous demonstrations in progress. Conference attendees flocked to the exhibits, collecting tangible souvenirs of their literary loyalties, from advance reader copies to posters and other conference swag. Likewise, many came seeking information about e-books, e-journals, digital collections, and new platforms and products for managing electronic content.

More and more e-books

With e-books and e-reading becoming an increasingly sought-after choice by library patrons, e-content providers at ALA highlighted new and improved products and options for selection and delivery of e-book collections. Moreover, innovative licensing models explored by librarian-developed organizations, such as **GlueJar** and **Library Renewal**, were once again on the scene; both were formed to facilitate library access to e-books via different contractual arrangements.

OverDrive announced OverDrive WIN, an enhanced, streamlined e-

book platform that provides access to more than 500,000 titles in OverDrive's catalog. OverDrive WIN offers increased support for various formats, with Kindle Library Lending and patron-driven acquisitions expected later this year. Also announced were "eBook Samples," immediately available previews of popular e-books, and "Open eBook" titles, which are DRM-free e-books. Lists of publishing partners, along with up-to-date news as OverDrive WIN features go live, can be found on the OverDrive blog.

Ebrary, a **ProQuest** company since January, announced integration with the ProQuest search platform and the expansion of the Academic Complete collection by 16,000 titles. Ebrary's patron-driven acquisition model and new short-term e-book loans provide options to libraries seeking a usage-based approach to e-book collection development.

Details about the long-awaited eBooks on EBSCOhost product line were unveiled, which fully integrates the former NetLibrary collections into the **EBSCO** platform. It was expected to go live in mid-July. Benefits include increased e-book discoverability; compatibility with B&N Nooks, Sony Readers, and

iPads; patron-driven acquisition; and the option to upgrade titles purchased under NetLibrary's single-use license to allow multiuser access for high-demand e-books.

New to the e-book market this year are **3M** and **Library Ideas**, both

Exhibitors' products demonstrated a forward slant in anticipation of emerging shifts in the traditional business of libraries.

introducing market-friendly products that caught librarians' attention at the conference and beyond. 3M's products include a Cloud Library, expected to offer 100,000 titles by the end of the year; a new e-ink e-reading de-

vice; and a freestanding Discovery Station to promote e-book browsing in libraries. Library Ideas, known for their Freegal music product, introduced Freading, a patron-driven e-book product utilizing "tokens" to be exchanged for e-book borrows.

More than "just mobile"

The mobile library products presented at ALA all demonstrated more specialization and utility than last year's products, going beyond basic mobile-website and SMS-enhanced reference tools to include research guides, notification systems, location assistance for finding items in library stacks, and fully fledged mobile applications.

SpringShare, known for its widely accepted LibGuides platform, offers a suite of such mobile-



Tablet-gazing on the ALA exhibit floor.

friendly products as LibAnswers, an SMS reference platform, and Mobile Builder. Mobile Builder is a mobile website tool designed to easily organize library information and mobile-optimized databases and LibGuides on a mobile site customized for each library.

Another product, developed by **StackMap LLC**, provides users with mobile directions to books shelved within libraries, and is linked directly from the library's OPAC search results. Mosio's **Text a Librarian** announced expanded messaging options in support of "patron relationships" via SMS, enabling libraries to send alerts and notices to interested patrons in order to market library services and enhance interactivity. Each of these vendors presented useful, specialized options for the mobile library market.

The most robust, full-featured mobile library platform was presented by **Boopsie**, well-known as an ALA conference partner for producing the mobile app used by many conference attendees. Its mobile library app, available for iPhone, Android, and BlackBerry, offers a branded, customizable mobile service point for accessing library information and collections.

Earlier this year, Boopsie announced BookCheck, the first mobile self-checkout tool for libraries. In New Orleans, Boopsie demon-

strated the expanded features of its Optimum Package, including other exciting firsts: one-click access to OverDrive e-book collections via the library's mobile catalog; and BookLook-Mobile, a barcode-scanning tool that informs

patrons whether the book is available at their local library and allows them to request or place a hold on the title.

"Discoverability is key right now," explained Boopsie CEO Greg Carpenter. "We're trying to offer an economic solution for libraries to be a central point of [mobile] discovery." Boopsie plans to continue seeking partnerships with mobile service providers to enhance the services and offerings provided by the mobile app.

New platforms, new possibilities

All through the exhibit hall, the synergy of print and electronic, publishers and technologists, librarians and students, present and future was as vibrant and informative as ever. Yet beneath the hum and hustle, there was a discernable difference: Exhibitors' products demonstrated a forward slant, anticipating growth in new markets and preparing for emerging shifts in the traditional business of libraries.

During *Library TechSource's* Annual Tech Wrap-Up on July 8, Marshall Breeding, director for innovative technologies and research for Vanderbilt University Libraries and author of the Library Technology Guides website, described this change as it applied to integrated

library systems. He outlined how leading ILS vendors are rolling out "next-generation" products; yet, he noted, the term doesn't quite fit. Instead, he said, we're now experiencing a "major upheaval" wherein the old concepts of an ILS no longer adequately serve as a foundation of comparison to new systems.

Breeding discussed **Serials Solutions'** Web-scale Management product, **OCLC's** Web-scale Management Services, Alma by **Ex Libris**, and Sierra by **Innovative Interfaces** as "library services platforms" with flexible options and varying features, hosted in the cloud, and effectively reorienting data management activities to align print workflows with e-resource management activities.

After several years of tough library budgets—concurrent with rapid technological shifts toward more affordable cloud-based options, open source software, and increased demand for e-books and mobile-friendly services—libraries face a critical reassessment of staffing, workflows, and expenditures. In this environment, it is not enough for vendors to be innovative; library technology must be more than flashy or patch a single problem. Instead, new technologies must provide efficient, cost-effective solutions to creatively meet the diverse and changing needs of patrons and libraries alike.

Librarians at Annual overflowed meeting rooms to learn about such developments as e-books, licensing, mobile technologies, cloud services, and discovery systems. These topics are driving the evolution of innovative library technology, as vendors display products designed to both adapt and grow with the next stages of electronic content management and delivery.

—Lisa Carlucci Thomas, digital services librarian, Southern Connecticut State University, New Haven

Currents

■ In May **Georgina Ata** retired as manager of Clearwater (Fla.) Public Library System's Country-side branch.

■ September 1 **Caren Borecki** will become library media specialist at Lakeland Regional High School in Wanaque, New Jersey.

■ In August **Femi Cadmus** will be appointed the Edward Cornell Law Librarian at Cornell University in Ithaca, New York.

■ July 29 **Mary Beth Campe** becomes director at Elmhurst (Ill.) Public Library.

■ **Lucille Capps** retired June 17 as manager of the

Venice-Abbot Kinney Memorial branch of Los Angeles Public Library.

■ In May **Mary Frances Carr** retired as librarian for Walnut Grove School in New Market, Alabama.

■ **Robin Chaney** retired June 30 as director of the Southwest Area Multitype Interlibrary Exchange in Marshall, Minnesota.

■ **Diane Courtney** retires as director of Larchmont (N.Y.) Public Library in July.

■ **Harry Courtright** is retiring as director of Maricopa County (Ariz.) Library District, effective August 5.

■ In June **Jeanie Deem**



Brad Eden



Peggy Hoon



Jennifer Kutzik



Sul Lee

retired as media specialist at the New Martinsville (W.Va.) School.

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

■ In June **Ann Dixon** became librarian at Homer (Alaska) Public Library.

■ July 31 **Brad Eden** will become director of library services and professor of library science at Valparaiso (Ind.) University.

■ In June **Ava Ehde** became manager of Manatee County (Fla.) Public Library System.

■ On June 20 **Karen Filipkowski** became head librarian of the Barry's Bay and Area (Ontario) Public Library.

■ June 2 **Bonnie Fong** became science librarian for the John Cotton Dana Library at Rutgers University in Newark, New Jersey.

■ In June **David Gleim** retired as dean of libraries from Hilton M. Briggs Library at South Dakota State University in Brookings.

■ **Anna Gold** became university librarian at California Polytechnic State University in San Luis Obispo July 15.

■ June 1 **Kristi Harms** became director of Bismarck (N.Dak.) Public Library.

■ May 16 **Peggy Hoon** became scholarly communications librarian at the University of North Carolina at Charlotte's J. Murray Atkins Library.

■ May 27 **Mary Huebscher** retired as library media specialist of Holy Cross of San Antonio, Texas, middle and high school.

■ In June **Elaine Jackson** retired as head librarian of Norton (Mass.) Public Library.

■ **Thomas Jones** retired May 31 as director of Bismarck (N.Dak.) Public Library.

■ **Joey Kositzky** is now director of Whitefish (Mont.) Community Library.

■ June 30 **Jennifer Kutzik** retired as information technology technician at Colorado State University in Fort Collins.

■ May 31 **Cynthia LaGon** retired as librarian of Triton College Library in River Grove, Illinois.

■ May 31 **Monique le Conge** became director of Palo Alto (Calif.) Library.

■ **Sul H. Lee** will retire as

CITED

■ On May 3 the Connecticut Library Association awarded **Maxine Bleiweis**, director of Westport (Conn.) Public Library, the Outstanding Librarian award in recognition of her career accomplishments and record of service to both her library and the library profession.

■ In May **Wayne Wiegand**, F. William Summers Professor of Library and Information Studies Emeritus at Florida State University in Tallahassee, was one of 25 people to receive a New York Public Library Short Term Fellowship for 2011–2012. He will use it for three weeks this fall to mine the culturally rich and ethnically diverse stories about patron use buried in the archives of NYPL's branch library system for his forthcoming book, *This Hallowed Place: A People's History of the American Public Library*.

dean of University Libraries at the University of Oklahoma in Norman effective June 30, 2012.

■ July 1 **Anne Liebst** became director of technical services and technology at the Ottenheimer Library of the University of Arkansas at Little Rock.

■ **Valerie Maginnis** now directs the Boulder (Colo.) Public Library.

■ In June **Regina Mays** was appointed assessment librarian at the University of Tennessee, Knoxville.

■ July 15 **Michael Miller** became chief information officer at California Polytechnic State University in San Luis Obispo.

■ July 5 **Paul Mills** began serving as director of Fountaindale (Ill.) Public Library.

■ June 1 **Anne Mundy** retired as head of the children's department at the Bangor (Maine) Public Library.

■ Effective November 1 **Donna Nicely** will retire as director of Nashville Public Library.

■ In May **Peg Ottwell** retired as librarian of the South Elementary School of Pikeland School District in Pittsfield, Illinois.

■ June 1 **Maria A. Palante** became the Register of Copyrights and director of the United States Copy-



Valerie Maginnis



Uma Sailesh

right Office at the Library of Congress.

■ July 1 **Lee Parker** was promoted to head librarian of Norton (Mass.) Public Library.

■ **Richard Quartaroli** retired June 30 as special collections librarian of Cline Library at Northern Arizona University in Flagstaff.

■ June 8 **Jeanne Radke** retired as director of Jane Morgan Memorial Library in Cambria, Wisconsin.

■ In July **Mary Richardson** retires as city librarian of Sausalito (Calif.) Public Library.

■ June 1 **Uma Sailesh** was appointed administrative director of the Naperville

(Ill.) Public Library.

■ June 13 **Steven Smith** became dean of libraries at the University of Tennessee, Knoxville.

■ June 30 **Michele Strange** retired as access services librarian at the University of Wisconsin-La Crosse Murphy Library.

■ **Jennifer Tallman** became director of Jane Morgan Memorial Library in Cambria, Wisconsin, in June.

■ In August **Marcellus Turner** will become city librarian of Seattle Public Library.

■ July 6 **Meighan Wark** began serving as county librarian for Huron County Library in Clinton, On-

■ **Eleanor Coliz**, 88, former librarian at New Providence (N.J.) Library, died June 10.

■ **Dorothy Johnson**, 89, who served as reference librarian for 17 years at Pleasantville (N.Y.) Public Library, died May 21.

■ **Carol Logue**, 74, director of the Sycamore (Ill.) Public Library from 1989 until 1993, died May 10.

■ **Anita Prieto**, 74, former assistant librarian for Nutley (N.J.) Public Library for 23 years before retiring in 2004, died June 8.

■ **Esther Sandstrom**, 95, died of heart failure May 26. During the 1960s and 1970s, she was head librarian at Ridgely Middle School in Lutherville, Maryland.

tario, Canada.

■ **Debbie Wilson** retired as children's librarian at Rancho Santa Fe (Calif.) Public Library on July 29.

■ **Michael Witmore** became director of the Folger Shakespeare Library in Washington, D.C., on July 1.

At ALA

■ **Sean Fitzpatrick**, as- sociate editor for *American Libraries*, left ALA May 13.

■ July 1 **Jenifer Grady** left ALA as director of the ALA-Allied Professional Association.

■ **Kristin Murphy** left ALA's Washington Office July 1 as government relations specialist. ■

OBITUARIES

■ **Marilyn Brown**, 61, former head children's librarian for Herrick (Mich.) District Library, died May 17. She also served on the board for the Michigan Library Association and was active on the Youth Services Committee for the Lakeland Library Cooperative.

■ **D. Elizabeth Bunnell**, 91, former elementary school librarian, died May 18. For most of her 40 years in librarianship, she served at Governor Mifflin School District in Berks County, Pennsylvania, from which she retired in June 1981.

■ **Rebecca Burkhardt**, 57, died after a year-long battle with sarcoma cancer May 1. She was a children's librarian at the Verona (N.J.) Public Library from 1978 until her retirement in January.

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

My Midsummer Metamorphosis

Remembering why librarianship beckoned in the first place

by Jennifer Burek Pierce

Summer is an island. The trees around my house come into leaf, a bright and wafting curtain of green between me and the neighborhood. Spring semester has ended, and fall term lies far in the distance, little more than a dot on the horizon. Wavelets ripple and inch near, passing, but not pressing, reminders of the forces at work in the seemingly distant world.

Usually I leave this verdant refuge from time to time, often to attend the ALA Annual Conference, returning amid an influx of mementos—things like advance reader copies, product brochures, photos, and interview notes. Distilling these impressions and texts into a column soon follows.

A new chapter

This year is different. After a number of conference trips that have dazzled with the unexpected—rewarding conversations with authors, sudden reunions with one-time colleagues, and so many things to share with my students and readers—this season marks a new phase in my writing and my professional life. Instead of preparing to relate the goings-on at ALA, I'm beginning different narratives.

Instead of continuing this column, I'll be turning my attention to new book-length projects, one of which arrived unexpected and, like a stray cat that settles on one's deck and purrs with a contentment that

means it has found its new home, became mine the moment I read the editor's request for a proposal.

Just as my entry into writing for ALA's flagship magazine was a long time in coming, this latest transition is one to which I gradually, perhaps even hesitantly, committed. Librarianship is the family business, and the relationships with my editors and others I've met in the course of writing columns have come to feel like kinship, too.

The first time I saw the Annual Conference Preview issue of *American Libraries*, I was entranced. The magazine lying on the dining room table was my mother's, part of her preparations for travel that June, and I, a compulsive reader, happened to scan its pages and became carried away by the enthusiasm and energy thereon.

I was teaching freshman composition, and highlights of the conference my mother would attend represented a dizzying difference from the postmodern literary criticism and benevolent pedagogical pieces that had prepared me for the work I was doing. Electronic research tools; ways to explain the uses of the library; and an almost unimaginable number of living, breathing authors—oh, my!



Electronic research tools, ways to explain the uses of the library, an unimaginable number of living, breathing authors at Annual—oh my!

That was almost 20 years ago, and eventually, I, too, entered the profession. Not long after starting my first professional position, I became one of *American Libraries'* contributors.

For some 10 years now, I've written for *AL*, first as a feature author, then as a columnist. Researching, interviewing, and writing about the many and varied aspects of librarianship has extended the feelings of wonder and possibility that enliven my commitment to the field and its daily work of service.

It is impossible to understate my gratitude to the librarians, authors, publishers, database developers, and editors who have made my writing possible during the last decade—particularly given my occasional tendency to disassociate deadlines with days and dates in the real world (“Oh, *today* is the 5th? Oh . . .”), and my habit of coming up with the perfect ending for a column about half an hour after I've submitted my copy.

So I'll “keep” this summer staying at home, reading, writing, and photographing—until it's time to venture to the shore and dip my toes back into the ocean. ■

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

A Pioneer Evolves

Engaging the community at Pittsburgh's Carnegie

by Brian Mathews

Andrew Carnegie had a radical idea. In 1895 when he developed the public library complex in Pittsburgh, it included swimming pools, music halls, art galleries, and a natural history museum. He wanted to ensure that his steel mill workers and their families had easy access to excellent cultural assets.

What's pioneering in one century is not necessarily compatible with the next, however. As libraries have evolved, these legacy spaces do not always promote the free flow of information. According to Mary Francis Cooper, deputy director of Carnegie Library of Pittsburgh, "We have had to work around the constraints of a building that was designed to be protective of books."

When planning a renovation in 2002, CLP realized that the attitudes and behaviors of patrons had changed, and the library needed to be more accommodating for both information and social interaction. To help this process CLP hired MAYA, a design consulting firm, which led to the development of a more customer-focused framework that mapped the library experience. This resulted in improvements to both physical and virtual spaces.

While CLP made great strides in enhancing library interactions, in 2008 it would face a new challenge. A budget shortfall left the board of trustees seeking new ways to reduce expenses. One leading suggestion, the closure of several branches, cre-

ated an uproar in the community and led to calls for greater transparency. Cooper explains, "Because the library is a 501(C)(3) nonprofit, the board is not required to hold open meetings or publish its minutes," and the sudden prospect of closing branches made a lot of people upset.

The library responded by reengaging the community. Librarians, administrators, and trustees attended neighborhood meetings and other civic gatherings to share how CLP received and spent its funding. They articulated the issues and asked the community for feedback and help to spread their message.

CLP also initiated an effort to increase visibility by having branch libraries set up tables in various locations around the county. The campaign was designed to establish a stronger connection between patrons and their local branches.

The most successful outcome of the promotion was the establishment of a library outpost at the Pittsburgh Public Market, a cross between a crafts fair and a farmers market. CLP teamed with a marketing class from the University of Pittsburgh iSchool to develop and implement the concept. Every weekend since, the library has hosted a stand with books about cooking and crafts, materials for children, free web access, and other services,

such as hold pickups.

According to Cooper, CLP will continue to explore this direction. "To what extent do services need to be building-based?" she asks, imagining librarians embedded throughout the city. "It's important to us to consider what we can do for patrons out where they are." To ad-

vance this idea, CLP developed a coordinator of community engagement position charged with keeping the community informed and involved with library matters, and with identifying ad-

vocates and new opportunities for outreach.

While libraries have evolved much since Andrew Carnegie's era, his vision remains intact. He believed that "unless a community is willing to maintain public libraries at the public cost, very little good can be obtained from them." CLP will test this fundamental idea later this year when it seeks its first-ever voter initiative to increase property taxes to help sustain library operations.

The library has made great strides to engage with the community, and now the people will decide the next steps of its legacy. ■



As libraries have evolved, these legacy spaces do not always promote the free flow of information.

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.

Librarian's Library

Conquering the Digital Divide

by Karen Miller

The digital divide gets bridged in public libraries everywhere in America," said Mary Dempsey, Chicago Public Library commissioner, as she announced the expansion of a popular digital media center for youth in June. Recent books provide insights on how to bridge the divide, explain why we need to, and offer some research to help make decisions.

Jessamyn West is one librarian who works to bridge the digital divide by teaching those who visit rural Vermont libraries for internet access. In

Without a Net: Librarians

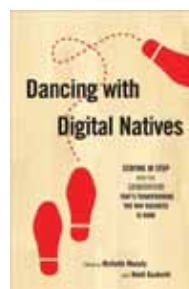
Bridging the Digital Divide, West explains why it is vital for libraries to work at getting people comfortable with accessing information online. Throughout the exceedingly readable guide, she weaves the rationale for undertaking instruction in practical technical education in libraries through practical chapters on planning the instructional program and presenting the content in ways that learners will understand.

INDEXED. LIBRARIES UNLIMITED. 258P. \$40.
978-1-59884-453-5.

Digital Native Effects

At the other end of the spectrum of library users are the "digital natives," younger people who have always known a digital world. *Dancing with Digital Natives: Staying in Step with the Generation That's Transforming the Way Business Is Done*, edited

by Michelle Manafy and Heidi Gautschi, is a collection of essays exploring the impact this generation will have as they join the workforce, influence the marketplace, go to school, and seek out entertain-



ment. These essays provide background context, along with print and online references, for considering issues such as supporting homework help when much of the homework is online, integrating



NEW FROM ALA

Between 2004 and 2008, four major studies were conducted by researchers. The results all pointed to positive trends in public library growth, with commensurate need for more librarians, especially in the face of the predicted retirements of baby boomer librarians. But then the current recession hit. *A Strong Future for Public Library Use and Employment*, by José-Marie Griffiths and Donald W. King, is a detailed, data-rich look at the studies on public library use and librarians in the workforce, along with two on return on investment in public library services. The authors evaluate the trends identified in those studies against other recessionary periods and conclude—again—that long term, there is a future in libraries.

INDEXED 137 P. \$70 ISBN 978-0-8389-3588-0



When you're job hunting, the promise of jobs "long term" is little consolation; what you want is a road map to your next job. *A Librarian's Guide to an Uncertain Job Market*, by Jeannette Woodward, is as close to that road map as you can get. Woodward starts with tips for "recession-proofing" the job you have, which are useful in any situation, and goes on to answer such questions as: But what should the

first steps be if the pink slip comes? Where are jobs listed now? What are the current networking skills? How has interviewing changed? She also includes ideas on recasting your professional skills for opportunities outside traditional library environments. Many of her suggestions are particularly useful to a more seasoned librarian who may need to retool for today's library jobs.

INDEXED. 112 P. \$45. ISBN 978-0-8389-1105-1 (ALSO AVAILABLE AS AN E-BOOK OR IN A PRINT/E-BOOK BUNDLE.)



Recent books provide insights on how to bridge the digital divide, explain why we need to, and offer some research to help make decisions.

social media into reference services, or hiring a new librarian who comes with a 2.0 brand.

INDEXED. INFORMATION TODAY. 394P. \$27.95.

978-0-910965-87-3.

Online Expectations

One of the expectations digital natives might have is that “everything is online.” We know that it isn’t, but do we have solid research about users’ expectations? The 2009 conference documented in *Digital Library Futures: User Perspectives and Institutional Strategies*, edited by Ingeborg Verheul, Anna Maria Tammaro, and Steve Witt, presents research on the perceptions and expectations of patrons seeking to access the digital resources of libraries, archives, and museums. The projects and initiatives discussed, such as the Library of Congress photostream on Flickr,



expand the sense of what constitutes a library, museum, or archive today. The wider availability of source material in turn transforms the institution into a virtual space to be managed with some

of the same goals of providing access to the tools for lifelong learning. As we move inexorably toward digital libraries, thoughtful consideration of the ways in which our traditional services are transformed and how functions and organizations will converge is critical.

DE GRUYTER SAUR. 150P. \$135. 978-3-11-023218-9.

(ALSO AVAILABLE AS AN E-BOOK). ■

KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

ROUSING READS

SURF’S UP

I’ve never been on a surfboard, never even seen one up close, but after finally getting around to reading Don Winslow, I’m starting to dream about being able to hang 10, if only I were 40 years younger, and my 20-something self were endowed with far more agility and upper-body strength than that wimpy-looking kid who stares out at me sullenly from the pages of my old photo albums. It isn’t that Winslow spends all that much time writing about actual surfing in *The Gentlemen’s Hour*, his new book, or in *Dawn Patrol*, its predecessor. Most of the action in these two dynamite crime novels takes place onshore, but it’s the portrait of surfer culture that’s so intoxicating.

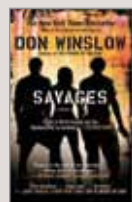
There are plenty of loners in the crime genre, but there are also lots of groups, too—the kinds of groups that appeal to even those of us who, like Groucho Marx, would never join a group that would have us a member. I’m thinking of Ed McBain’s 87th Precinct boys, for example, or the gang of idlers at Bahia Mar, Fort Lauderdale, in John D. MacDonald’s Travis McGee novels. But the group I’d most like to hang with is made up of the surfers who constitute Winslow’s *Dawn Patrol*, a ragtag assemblage of iconoclasts who gather every morning at San Diego’s Pacific Beach to ride waves and “talk story” (surfer lingo for bullshitting about whatever). Yes, the Dawn Patrolers all have jobs (lifeguard, cop, private detective, etc.), but they work to surf, keeping civilization at arm’s length whenever possible. As lifeguard Dave warns PI Boone about his increasingly serious relationship with a lawyer, “I guarantee you that one night you’re going to be lying there postcoit ... and she’s going to ask you if you wouldn’t really be happier going to law school. On that day, my friend, you bail. You don’t even stop to get dressed or pick up your clothes—you can always get a new T-shirt. You backpaddle, flailing your arms like a drowning barney. We’ll come racing to your rescue.”

Civilization comes way too close to the water in *The Gentlemen’s Hour*, and, yes, Boone does contemplate law school. But don’t worry. This isn’t Shakespeare’s *Henry IV, Part One*, in which Prince Hal abandons Falstaff and his fellow layabouts for the responsibilities of kingship. The *Dawn Patrol*, thankfully, is made of sterner stuff.

As it happens, most of Winslow’s fiction isn’t about surfing at all. In *Savages* and *The Power of the Dog*, he writes about the drug underworld, and in *The Winter of Frankie Machine* (film rights optioned to Robert De Niro), he tackles organized crime. Winslow is a true writers’ writer. Last May, as part of *Booklist*’s annual Mystery Month celebration, Keir Graff interviewed various crime authors for our blog *Likely Stories*, asking them, among other questions, what was the best crime novel they’d read in the last year. Winslow’s *Savages* was the choice of Gregg Hurwitz, Andrew Gross, and Marcus Sakey. That’s enough for me. *Savages* is up next in my Winslow queue, but no matter how great it is, I’ll still be looking forward to the next appearance of the *Dawn Patrol*.



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



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www.appsforlibrary.com

Elsevier has announced the launch of the SciVerse Applications Apps for Library Idea Challenge. The international competition encourages librarians and information professionals to conceptualize solutions to the challenges that they and their constituents face in addressing the search and discovery of information. Entrants are invited to submit specific ideas for applications for the SciVerse suite that solve problems affecting the search and discovery of information within librarian and researcher workflows alike. Selected app concepts will be posted on the challenge website and open to commentary from peers and the public, enabling a dialogue within the librarian community to identify problems and discuss potential solutions. Two grand-prize winners will be selected, one by a panel of judges and one by community vote. The winners will each receive a cash prize of approximately \$1,000. The winners' names and concepts will also be featured in the relevant Elsevier library and information science journals.

The Apps for Library Idea Challenge is part of a series of community competitions launched by Elsevier that engage the scientific research communities, librarians, and application developers in the creation and conceptualization of search and discovery applications.



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



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Brush and Clean has introduced the Hybrid Pro Carpet and Hard Floor Cleaner, designed specifically for education and library markets. The cleaner effectively cleans both hard flooring and carpet. The system utilizes counter-rotating brushes to scrub and actively lift dirt, grime, and cleaning compound to produce dry, clean surfaces. The system is offered in two sizes with cleaning capacities of up to 6,000 square feet per hour on carpets and 9,000 square feet per hour on hard floors. The capacities can be doubled by twinning the machines. Brush and Clean's equipment uses no vacuums and requires no long, obtrusive hoses to be dragged through the facility. It requires less storage, less cleaning of the equipment, less labor to operate, and less downtime. The Hybrid Pro Carpet and Hard Floor Cleaner is environmentally friendly and non-toxic.

CASE STUDY

PRESERVATION EFFORTS

In an effort to draw awareness to the importance of preservation, 3M celebrated National Preservation Month in May by recognizing efforts by the State Library of Pennsylvania in Harrisburg and the Daughters of the Republic of Texas Library located in the original Alamo compound in San Antonio. Both libraries selected Ansul SAPPHIRE Fire Suppression System charged with 3M Novec 1230 fluid, which does not harm assets of immeasurable value in the event of a fire or accidental discharge. The Novec 1230 Fire Protection Fluid is an advanced clean extinguishing agent used to protect high-value assets such as artifacts, documents, data centers, computers, and other critical devices where water cannot be used. The fluid is a chemical agent that is stored as a liquid but is discharged as a gas that leaves no residue. Novec 1230 fluid is ideally suited for the protection of libraries, archives, and document repositories.

The State Library of Pennsylvania uses 3M as part of its holistic preservation system. A comprehensive and specialized preservation system was put in place to protect its Rare Collections Library. "After 16 months of research, 3M Novec 1230 fluid was selected as the fire

suppressant for the closed stacks of the Rare Collections Library," said Cornelius Rusnov, architectural designer for Pennsylvania's Department of General Services, Bureau of Engineering and Architecture, who led the preservation effort. "It meets long-term standards for the environment while providing the primary protection

for the collection in case of a fire incident and does not impose secondary damage to the collection when discharged."

The Library at the Alamo also has a great preservation story as they are protecting treasures such as the two original copies of the Texas Declaration of Independence, the first painting of a bluebonnet scene by Julian Onderdonk, and a letter written by Alamo defender Daniel William Cloud. After the Daughters of the Republic

of Texas Library suffered an accidental discharge of its outdated fire suppression system, officials began to look for a replacement system that minimizes collateral damage in the event of a fire, is cost-effective, works within existing historical building parameters, and is safe for both people and the environment. 3M Novec 1230 fluid was their solution.

3M innovation is helping protect and preserve history for educators, students, history scholars, and visitors.



State Library of Pennsylvania preservationists Jeanne Metcalf (left) and Mary Clare Zales handle rare pages of an 1840 issue of the *National Gazette and Literary Register*, a 19th-century Philadelphia daily.

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The University of Rochester seeks a Dean of the River Campus Libraries. The new dean, who will be the successor to Susan Gibbons, will continue the vision and innovation for which the River Campus Libraries are internationally known. The Dean is the Chief Executive Officer for the River Campus Libraries, reporting to the University Provost. In serving on the President's Cabinet, the Dean is also centrally involved in realizing an ambitious vision for the University's future. The Dean has administrative responsibility for all library divisions on the River Campus, which includes oversight of approximately \$15M in operations, grant and gift funding, and stewardship of \$16M in endowments. Current organizational structure includes three associate/assistant deans, with 115 staff in 16 departments. The Dean works in partnership with University Advancement and will be the principal spokesperson for the River Campus Libraries as the University launches a capital campaign in October 2011.

The River Campus Libraries are headquartered in the landmark Rush Rhees Library, and also include subject-specific collections in nearby locations on campus. The River Campus Libraries hold 3 million volumes and provide access to an extensive collection of electronic resources. There is close collaboration between the River Campus Libraries and the other libraries of the University: the Sibley Library of the Eastman School of Music, the libraries of the School of Medicine and Dentistry, and the Allen Library of the Memorial Art Gallery.

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An extensive description of the position will be posted at www.wittkieffer.com soon; inquiries, nominations and applications are invited. Review of applications will begin on August 15, and will continue until the position is filled. Candidates should provide a *curriculum vitae*, a letter of application that addresses the responsibilities and requirements described in the position description, and the names and contact information of five references. References will not be contacted without prior knowledge and approval of candidates. These materials should be sent electronically via e-mail to the University of Rochester's consultants, Jean Dowdall, Ph.D., and Linda Hodges, at NeillyDean@wittkieffer.com. Documents that must be mailed may be sent to Witt/Kieffer, 2015 Spring Road, Suite 510, Oak Brook, IL 60523. The consultants can be reached by telephone at (630) 575-6131.

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Dead Trees We Have Known

For some, our bark was better than our bytes

by Will Manley

One of my biggest mistakes as a library administrator was getting rid of the card catalog. No, I'm not talking about replacing it with a digital version. Everyone did that back in the '80s. That was a no-brainer. What I mean is that after we installed the OPAC, I sent the physical card catalog into the oblivion of Waste Management instead of sending representative parts of it to the local history museum. What landfill it resides in now only future archeologists will know.

It strikes me that for a whole generation of digital natives, the term "card catalog" is as obscure as the term "8-track tape." For those of us who grew up learning to master all its idiosyncrasies in order to do our dreaded term papers, that time period seems like ancient history.

Ancient or modern, it's instructive to look back 25 years and re-

flect. First off, we librarians all had to take cataloging in library school because, at the heart of librarianship was bibliographic control, and at the heart of bibliographic control was the card catalog.

Whether you wanted to be in technical services, public services, or administration, the first step to becoming a librarian was mastering our professional Book of Deuteronomy: *The Anglo American Cataloguing Rules, 2nd edition*. Once that was accomplished, you were free to follow your heart and explore the idiosyncrasies of Granger's, Poole's, and the redoubtable inventor of modern management science, Peter Drucker. But AACR2 was foundational. Now, of course, the metadata anarchists are in the driver's seat and bibliographic control is a fading mirage in the rearview mirror.



Some mourn the loss of the card catalog's tactile pleasures.

why I jettisoned my library's old card catalog without a thought to preserving its eccentricities for digital natives to see. Not only was it an "out of

sight, out of mind" impulse, but assigning it to some smelly landfill prevented any possibility of a horror-movie-like scenario: *The Midnight Return of the Card Catalog*.

True, there were those who mourned the end of the card catalog and would have done anything to save it. ("Can't we have a card catalog and a computer catalog?") Some were catalogers, but most were sentimentalists who loved the card catalog's tactile pleasures and being able to track the historicity of the cards, which evolved from handwritten to typed to commercially printed to computer generated.

Then there were the smudges, which indicated the really popular subject areas. In public libraries, the most smudged cards were under the subject heading "Automobiles—Maintenance and Repair." Duh.

Why do I bring this up? Well, I've been hearing about the tactile pleasures of print books. The more e-books sold, the more I hear the term "tactile."

My advice: Enjoy those tactile pleasures while you can. It won't be long now. ■

Quite possibly, the fact that AACR2 was a professional initiation rite for my generation explains why there weren't many warm and fuzzy eulogies for the card catalog. It was as if a complicated, difficult, and ill-tempered uncle had finally died. He'd meant well... but what a pain.

It's also probably



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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