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SEPTEMBER/OCTOBER 2011

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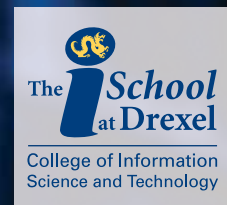
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MULTI V I E W

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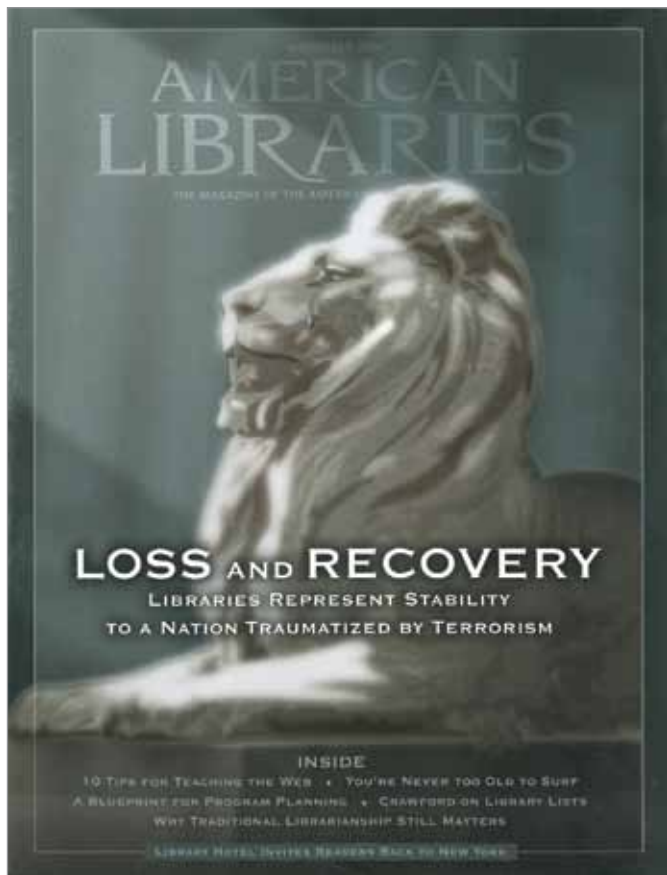
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▲ **Looking Back** *American Libraries'* November 2011 cover story described how libraries were affected by the September 11 attacks, and how they were working to help their communities come to terms with what had happened and regain some sense of normalcy. To mark the 10th anniversary, we have posted a PDF of our coverage, which included reporting on events hosted by libraries, how the FBI targeted library computers, intellectual freedom issues, and more.

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▲ **A Report from San Juan** Former AL Editor Leonard Kniffel attended the IFLA World Library and Information Congress in Puerto Rico. His coverage includes reports on promotion of reading in cultures without a strong tradition of literature, freedom of information and how it can fuel public activism, copyright, and disaster recovery in libraries around the world.

AL focus

▲ **Presidential Interview** At Annual, ALA President-Elect Maureen Sullivan spoke with *American Libraries'* Associate Editor Pamela A. Goodes about her goals for her presidential term. Watch the video on AL Focus.

INSIDE SCOOP

▲ **A Big Hand for Small and Rural Libraries and Books, Books, Books** Read about the Association of Rural and Small Libraries Annual Conference as experienced by ALA's Office of Diversity Director Miguel Figueroa as well as the Library of Congress's two-day National Book Festival extravaganza.



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The Big Easy Revisited

New Orleans represents how libraries rebuild communities

by Molly Raphael

Returning to New Orleans for the 2011 American Library Association Annual Conference this year was both rewarding and emotional for many of us.

Five years earlier, we traveled to Louisiana less than a year after the devastating hurricanes and massive flooding from failure of the levees. At that time, we were welcomed with much more than southern hospitality. Ours was the first major conference to return to New Orleans after the devastation. Other organizations canceled their plans and relocated to other venues ... but not ALA. We knew our return to NOLA could be important for its comeback. In 2006, ALA's leadership was convinced that New Orleans would be ready to welcome us ... and so they were.

We were treated like VIPs. Our decision to be there was not just appreciated by civic officials and the convention and visitors bureau; it was clear from the moment we arrived that the resilient people of New Orleans cared deeply, and they made sure we knew it. Taxi drivers thanked me personally—and I am sure many of you who were there—for coming. I found myself overtipping, hoping to do my part to pump money back into the economy. Volunteer greeters opened doors at the Ernest N. Morial Convention Center as we arrived each day, saying, “Welcome to New Orleans!” and “Thank you for coming!”

It was exhilarating to see the positive attitude of people who were

determined to make their city even better than before. All around us, we could see retail stores boarded up or simply closed; windows in upper stories of office buildings, blown out by the storms, not yet replaced; and areas away from the French Quarter tragically washed away. In one ironic twist of fate, reservations at many of New Orleans's great restaurants were, for the first time, easy to make.

Flash forward to June 2011. The city welcomed us once again with open arms. What was even more remarkable was that they remembered “the librarians” from five years earlier. Taxi drivers and service people in general would say things such as, “Oh, we love you librarians. You were the first ones to come back to New Orleans after the floods.” I even had a taxi driver who had only been driving for three years but who knew about “the librarians.”

At this year's Opening General Session, NOLA's Mayor Mitch Landrieu spoke such warm words about our place in the hearts and minds of the people of New Orleans. He also talked about rebuilding the public library system much stronger than the one they lost. Other libraries were rebuilt too.

Julie Walker, director of ALA's American Association of School Librarians, visited the area a few years after the flooding and witnessed 50 rebuilt school libraries in

the Gulf Region. One of the most interesting comments, Walker noted, was that the kids were reading more: the same titles that were on the shelf before the hurricane, but they were motivated by the colorful covers and clean pages. Academic libraries and special collections, such as those at Tulane University, had also been severely damaged and then restored.

Resilient Gulf Coast communities

seem determined to seize the opportunity to build better schools with model school libraries; demonstrate the value of restored special and archival collections; and engage communities to build transformative 21st century public libraries.

Once again, NOLA offered a great venue for ALA's diverse and rich array of programs, exhibits, and Association business meetings with 20,000 attendees. This city in which we chose to meet reminded us why we feel so rewarded by the work we do. Gulf Coast libraries had been restored because they were seen as essential for learning and for life. Libraries helped rebuild communities and restore hope, even when people could not imagine that life could ever get back to normal. ■



This city in which we chose to meet reminded us why we feel so rewarded by the work we do.

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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Investing in the Future

Planned giving makes a difference

by James Neal

Library organizations have developed over the past decade an expanding focus on resource attraction—not just allocating funds effectively to advance strategic priorities and support member services, but also bringing in new revenue through market and product development, grants from foundation and federal sources, and successful fundraising.

The American Library Association has always depended on robust membership, publishing, and conference programs to support general, divisional, and roundtable activities. Grants and awards, vendor sponsorships, and interest/dividends from savings and investments have also become essential components of the ALA economy.

Investment funds are critical to the long-term health of the organization. They provide resources for new programs, an ongoing source of support for awards and scholarships, and a guarantee of sustainability in periods of financial crisis.

ALA endowment funds (roughly \$30 million as of August 31) have increased over the years through transfers from positive fund balances, new gifts and contributions, and growth in value through managed investments. A group of the endowment trustees works with an investment advisor to monitor the portfolio and look for new opportunities to boost performance at appropriate levels of risk. The Association's endowment spending/

payout policy (8.5.1) was recently modified by the governing Council to set a predictable level of endowment earnings and to increase the funds available annually for programs. This is consistent with policies and practices governing endowments that support academic and public libraries, as well as other associations and not-for-profits.

ALA has also maintained a planned giving program for many years, and a number of individuals have earmarked funds in their wills to benefit Association programs. These donors constitute the Legacy Society, which recognizes their investment in the future of the Association. An ALA Task Force for Planned Giving is being appointed, comprised of individuals with strong leadership and fundraising experience and expertise. The task force will formulate a strategy for planned giving and endowment growth and set fundraising goals. It will provide advice on planned-giving vehicles, a recognition plan, prospective donor identification, and a gift acceptance policy.

Individuals will be contacted and asked to consider the various ways that they can assign funds through planned giving:

Bequests allow donors to include ALA in their estate plans through a will, living trust, retirement fund, or life insurance beneficiary design-



ALA has always depended on robust membership, publishing, and conference programs to support its activities.

nations—enabling those who do not want to part with their assets now to still indicate their support, enable a bigger gift than would be possible during their life-

times, target support for the aspect of ALA's work that they really care about, and commemorate the impact that ALA has had on their lives.

Two other options may also be made available. **Charitable gift annuities** would allow a donor to give funds to ALA that are then invested on the donor's behalf and provide a fixed income for life. Upon death, the remainder would go to ALA for the purpose designated by the donor. This option is important for retirement planning and for donors who seek improved performance of their investments and fixed income for themselves or a family member.

Charitable remainder trusts enable donors to set up a trust for the benefit of ALA, invest those funds with the endowment or a third-party trustee, and receive income for life or a term of years. At the end of the trust, the remainder comes to ALA for the designated purpose.

For details, contact Kim Olsen Clark, director of development (kolsen-clark@ala.org), or me (jneal@columbia.edu). ■

ALA Treasurer JAMES NEAL is vice president for information services and university librarian at Columbia University in New York City.



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MIDWINTER MEETING & EXHIBITS
January 20-24, 2012 / Dallas Convention Center
DALLAS, TEXAS

MIDWINTER MEETING HIGHLIGHTS

ALA/ERT AUTHOR FORUM

Friday, January 20

4:00 pm – 5:15 pm

Exciting panel of authors who will discuss their books.

RIBBON CUTTING CEREMONY & ALA/ERT EXHIBITS OPENING RECEPTION

Friday, January 20

5:15 pm – 7:30 pm

Visit your favorite exhibiting companies and meet new ones while enjoying food, entertainment and prizes during the Exhibits Opening Reception.

“THINK FIT @ ALA” FUN RUN

Saturday, January 21

7:00 am – 8:00 am

After a brief hiatus we are reinstating the ever-so-popular 5K Fun Run/Walk the morning of Saturday, January 21. Think Fit @ ALA!

BOOK BUZZ THEATER

Saturday, January 21 and Sunday, January 22

8:00 am – 5:30 pm

Come hear the latest Buzz about the newest titles from your favorite publishers all in one easy-to-find location in the convention center. Check the website for times and publishers participating.

AUDITORIUM SPEAKER SERIES

Saturday, January 21 and Sunday, January 22

10:00 am – 11:00 am

Visit the website for a list of speakers and authors.

NEW
TIME

AUDITORIUM EXPERT SERIES

NEW!

Saturday, January 21 and Sunday, January 22

12:30 pm – 1:00 pm

Want to hear that amazing speaker ALA has lined up but don't have the time? New 30-minute speaker time slots will now fit in your busy schedule.

ARTHUR CURLEY LECTURE

Saturday, January 21

4:00 pm – 5:00 pm

ALA PRESIDENT'S PROGRAM

Sunday, January 22

3:30 pm – 5:30 pm

Join ALA President Molly Raphael for this exciting session.

YOUTH MEDIA AWARDS

Monday, January 23

7:45 am

WRAP UP / REV UP CELEBRATION AND RAFFLE

Monday, January 23

2:00 pm – 3:00 pm

Come celebrate the wrap-up of the Midwinter Meeting & Exhibits and rev-up for a spectacular Annual Conference in Anaheim, at our Wrap Up / Rev Up celebration!

Please check www.alamidwinter.org for a list of speakers.

VISIT WWW.ALAMIDWINTER.ORG FOR MORE INFORMATION



EXHIBIT HALL HIGHLIGHTS

With over 400 exhibiting organizations, the Midwinter Meeting Exhibits feature the latest in publishing, furnishings and technologies for your library. This makes the exhibit hall an integral part of the overall Midwinter experience and gives attendees the opportunity to get hands-on experience with the products and services that keep libraries in the forefront of their communities.

Beginning with the ALA/ERT Opening Reception on Friday night, the Midwinter Meeting exhibit hall is filled with special features and exhibits to fill your schedule. Two presentation stages give attendees the chance to see the hottest authors, chefs and illustrators.

WHAT'S COOKING @ ALA COOKING DEMONSTRATION STAGE



NEW to Midwinter, the Cookbook Pavilion will be heating up the exhibit floor with fantastic displays of the latest cookbooks. Chefs will be there every day to prepare the hottest recipes on the Demonstration Stage and to autograph their latest books.

THE POPTOP STAGE – POPULAR TOPICS, EVERY DAY.



The PopTop Stage will focus on extremely popular librarian favorites: Mystery, Romance, Technology and Travel. The PopTop Stage will feature readings, discussions, and presentations over the course of the exhibits.

VISIT THE ALA STORE

Find the Store at the 2012 ALA Midwinter Meeting on the main aisle near the center of the exhibition hall, ideal for easy access and convenient browsing. With plenty of new and bestselling items available, you'll want to make sure to carve out some time in your schedule to stop by!

ALA Graphics will feature new posters, bookmarks, and incentives, including the newest additions to the READ campaign. Other new posters and bookmarks feature popular characters like Vordak, Judy Moody, Wimpy Kid, and Scaredy Squirrel. The Glee cast, Daniel Radcliffe, Emma Watson, Rupert Grint, and Nathan Fillion READ posters will be available for purchase too. Have popular authors be your library's advocate with the Authors Advocates poster, and encourage children of all cultures to read with the Many Children Many Books poster and bookmark. And while you're here, be sure to pick up the new promotional materials for Banned Books Week and Teen Read Week. As always, the conference t-shirt will sell out fast—arrive early to get your size.

Prices at the Store automatically reflect the ALA Member discount, so there's no need to dig out your membership card! Follow the ALA Graphics and ALA Editions Twitter and Facebook feeds for updates on author/illustrator signings, special offers, and more.

In addition to the exhibits, stages and pavilions on the exhibit floor, other vital services will be available to attendees. These include the Internet Room, Post Office, Concession stands and lounge areas.

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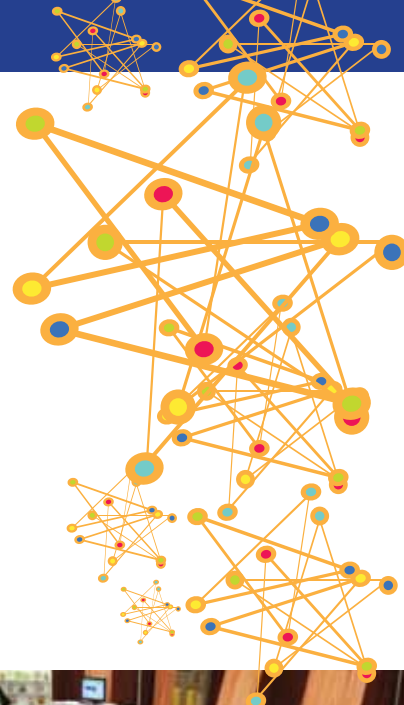


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5:30 PM – 7:30 PM

SATURDAY, JANUARY 21
9:00 AM – 5:00 PM

SUNDAY, JANUARY 22
9:00 AM – 5:00 PM

MONDAY, JANUARY 23
9:00 AM – 2:00 PM

GENERAL INFORMATION

ACCESSIBILITY INFORMATION

If you have a special physical or communication need that may impact your participation in this meeting, please contact Carrie Mehrhoff, cmehrhoff@ala.org, to specify your special need. While every effort will be made to meet attendees' needs, we cannot guarantee the availability of accommodations in response to requests received after November 18, 2011. We work to make sure your experience will be a pleasant and accessible one. Here are features we have put in place to make sure the ALA 2012 Midwinter Meeting is accessible to all:

- We caption our main sessions, e.g., President's Program, Membership Meeting, Council Meetings, and others as requested by organizers. The captioning is available on a one-on-one basis when the captioner is not working at sessions mentioned above. Reservations are made on a first-come, first-served basis and require at least one day's notice.
- We have accessible rooms in our hotel block. There are rooms for the deaf, blind and attendees in wheelchairs. Please fill out the housing form and check the appropriate box. An Experienced representative will contact you to make sure you are placed in an appropriate room.
- Service animals of all kinds are welcome throughout the ALA Meeting.
- Listening devices are available for those who are hard of hearing. You must give advance notice to Carrie Mehrhoff, cmehrhoff@ala.org, or by letter at ALA, 50 E Huron St, Chicago, IL 60611.
- Our shuttle bus company has accessible buses. Instructions on how to obtain rides will be available in each hotel, in the convention center on site, and in the onsite newspaper, Cognotes.
- Based upon availability in each city, we maintain a limited number of wheelchairs and scooters on a first come, first served basis. Please reserve your scooter or wheelchair by emailing Carrie Mehrhoff, cmehrhoff@ala.org, or by letter at ALA, 50 E. Huron St., Chicago IL 60611 by November 18, 2011. Phone calls will not be accepted.
- Interpreters are no longer requested for meetings in general. They must be requested by the deaf member for meetings he or she needs interpreted. To use the service, send a list of required interpreter meetings to Carrie Mehrhoff, cmehrhoff@ala.org, by November 18, 2011.
- Two interpreters will also be on call in the Conference Services Office in the Dallas Convention Center Saturday–Monday for last-minute requests on a first-come, first-served basis.
- If you have any other requests not mentioned above that ALA can reasonably provide, please contact Carrie Mehrhoff, cmehrhoff@ala.org, by November 18, 2011, and we will help you have a most accessible meeting.

WHEELED CARTS

Wheeled carts are not allowed on the Exhibit Floor at any time – they are a trip hazard on the busy floor. This includes carts, briefcases with wheels – any wheeled cart or bag that must be pushed or pulled. Strollers are only allowed if there is a child in them at all times. A bag/coat check is available in the convention center for these bags.

CHILDCARE

ALA will reimburse the charges expended on childcare in the amount of \$25 per day, per child to a maximum of \$50 per day, per family to any fully registered parent for each day of the Midwinter Meeting week, January 20–24, 2012. This covers only childcare in the parent's hotel room or other residence in the meeting city (Dallas) and does not include charges for children's food and transportation or gratuities and transportation for the sitter. ALA will not reimburse childcare expenses to attendees who live within the Dallas area that would be paid to the regular

provider whether the parent was attending the Midwinter Meeting or not. Parents may contact their hotel childcare center/babysitting service where it is available or select one from the phone book.

Reimbursement forms will be available at the ALA Registration Desk and must be signed by the individual performing the childcare services and presented by the parent to the Registration Desk Manager by Monday, January 23, 2012. PLEASE NOTE: Strollers are permitted on the exhibit floor, but children must remain seated in them at all times. Unescorted children are not permitted on the exhibit floor. See the Children's Policy for more information.

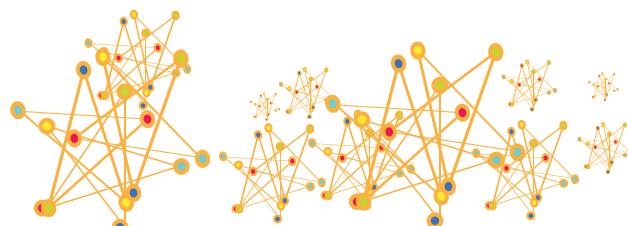
ALA JOBLIST PLACEMENT CENTER

Provided by the ALA Office for Human Resource Development and Recruitment (HRDR), the Placement Center will be open Saturday and Sunday, 9:00 a.m. – 5:00 p.m.

Job seekers should register and search for jobs on the JobLIST website at joblist.ala.org. All services are free to job seekers. Registration is not required, but is recommended. Registration will give registered employers access to your resume information. It will also allow for direct communication between job seekers and employers. Employers who want to post positions should post them on the JobLIST website at joblist.ala.org. Employers who want to use the interviewing facilities must have an active ad placed on JobList when scheduling an interview. Employers who want a booth in the Placement Center should contact Beatrice Calvin at bcalvin@ala.org, or 800/545-2433 ext.4280. Policy 54.3 states, "The American Library Association is committed to equality of opportunity for all library employees or applicants for employment, regardless of race, color, creed, sex, sexual orientation, gender identity or expression, age, disability, individual life-style, or national origin; and believes that hiring individuals with disabilities in all types of libraries is consistent with good personnel and management practices."

MIDWINTER MEETING POLICY

The ALA Midwinter Meeting is convened for the primary purpose of expediting the business of the Association through sessions of its governing and administrative delegates serving on board, committees and Council. Programs designed for the continuing education and development of the fields of library service shall be reserved for Annual Conference except by the specific authorization of the Executive Board acting under the provisions of the ALA Constitution. Hearings seeking membership reactions and provisions for observers and petitioners at meetings of Council, committees and boards are to be publicized; programs of orientation or leadership development to Association business are encouraged; assemblies of groups of individuals for information sharing vital to the development of Association business shall be accepted as appropriate to the purposes of the Midwinter Meeting. By Council action it was voted that all meetings of the Association are open to all members and to recognized members of the press. Closed meetings may only be held to discuss matters affecting privacy of individuals or institutions. Unit chairs may contact their staff liaison officer when unable to determine whether an open or closed meeting is appropriate.



VISIT WWW.ALAMIDWINTER.ORG FOR MORE INFORMATION

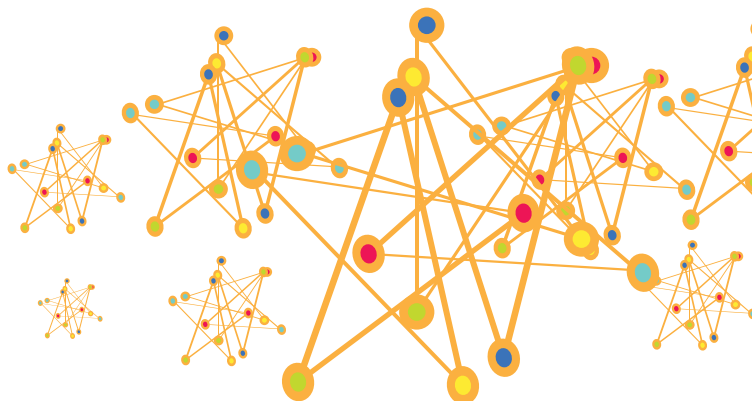
REGISTRATION, TRAVEL & HOUSING INFORMATION

WHAT'S INCLUDED WITH YOUR FULL REGISTRATION

Sign up for full registration to take advantage of all the great meetings in Dallas. Included in the full the registration package you get access to the exhibit hall, discussion groups and meetings, ERT/Booklist Author Forum, ALA President's Program, ALA Youth Media Awards, RUSA Book and Media Awards, Auditorium Speaker Series, Spotlight on Adult Literature, Job Placement Center and much more.

Take advantage of the discounted rate to attend the meeting by purchasing the Exhibits Supreme. The \$75 fee includes the exhibit floor along with access to the Auditorium Speaker Series and The Wrap Up / Rev Up!

The \$25 Exhibits Only pass grants you access only to the exhibit floor during exhibit hours.



REGISTRATION CATEGORIES	EARLY BIRD BY DEC. 2	ADVANCE BY JAN. 13	ONSITE	ONE-DAY
Member	\$170	\$190	\$190	\$140
Division Member	\$170	\$190	\$190	\$140
Student	\$65	\$87	\$87	\$62
Retired	\$170	\$190	\$190	\$140
Non-Member	\$270	\$300	\$300	\$215
Exhibits Only	\$25			
Exhibits Supreme	\$75			

HOTEL RESERVATION DEADLINES AND INFORMATION

You must be registered for the Midwinter Meeting to make a housing reservation. Hotel reservation requests will be accepted until December 19, 2011, subject to availability. Rates are quoted for the room, not per person, and all rooms are assigned on a first-come, first-served basis. Special rates are available only when you book directly with Experient. All rooms are subject to applicable tax. All requests must include six choices. Make sure to give accurate dates of arrival and departure for everyone occupying the requested room. PLEASE NOTE: Experient does not assume the responsibility of pairing guests for double occupancy or in multiple housing units. After December 19, Experient will continue to make reservations on a space available basis only (i.e., register early to get the hotel of your choice).

HOTEL CONFIRMATIONS, CANCELLATIONS OR CHANGES

Confirmation of the room reservation will be acknowledged by the travel desk and sent within 72 hours. If you have any questions regarding your reservation, or to make changes or cancellations, contact Experient at 1-800-974-3084, not the hotel. One night's room and tax guarantee to a credit card is required to hold hotel reservations. All changes and/or cancellations prior to January 10, 2012, must be made through Experient. After January 13th, changes and cancels must be made direct to the hotel at least 72 hours prior to arrival date for most hotels.

TRANSPORTATION AND INFORMATION

Airports

(DFW)

Situated between Dallas and Fort Worth, DFW International Airport (DFW) is the world's third busiest, offering nearly 2,000 flights daily with 60 million passengers annually. DFW Airport serves 135 domestic markets and 38 international markets. Major airlines include: American, Delta, Continental, Northwest, United, British Airways and U.S. Airways in addition to six low-cost carriers offering services throughout the US. Located just 20 miles or 25 minutes from downtown Dallas. Several ground transportation options are available from DFW Airport including shuttle service, automobile rentals, taxicabs, and limousine. By 2013, Dallas Area Rapid Transit (DART) will provide services to DFW Airport. For terminal and airline information, call (972) 973-8888 or visit dfwairport.com.

(DAL)

Just minutes from downtown, Dallas Love Field (DAL) is served by three airlines and is home to Southwest Airlines. Via Dallas Love Field, Southwest offers over 130 direct and connecting flights daily to destinations across the country. In addition to Southwest Airlines, Continental Express and American Airlines also serve the airport. American Airlines/American Eagle offers 6 flights daily to destinations throughout Kansas, San Antonio and Austin. Continental offers 6 flights daily to Houston. Located just 7 miles and 10 minutes for downtown Dallas. For transportation, public transportation through DART (Dallas Area Rapid Transit) and taxicab service are also available. Additional options include car rental and shuttle services. For terminal and airline information, call (214) 670-6080 or visit dallas-lovefield.com.

VISIT WWW.ALAMIDWINTER.ORG FOR MORE INFORMATION

TRAVEL & HOUSING INFORMATION

General Parking

The Dallas Convention Center's parking facilities earn rave reviews because they are so expansive. Two separate parking garages that can accommodate 1,200 parking spaces are located beneath the main level of exhibit space at the Dallas Convention Center. Parking Lot C has 170 spaces and Parking Lot E has another 1,584 spaces. Access to the exhibit areas and meeting rooms is very easy. An additional 170 outdoor parking spaces are available near Lower C Lobby. Parking charge is \$12.00 per entry vehicle, no in and out. Our parking service provider is ACE Parking at (214) 671-9509. Only Lot C can be entered on Lamar between Ceremonial and Young. The main garage entrance is on Griffin between Memorial and Canton St.

Taxi Service

The Dallas Convention Center has installed a new electronic kiosk in Lower C Lobby, where guests can order transportation to hotels and the airport. This transportation kiosk is sponsored by Yellow Cab. There are cab companies with thousands of cabs serving the Metroplex. Executive; Yellow Cab, equipped with GPS for quick response times; and Cowboy Cab, one of the most requested cabs in the Metroplex, are a few. Executive Cab (469) 222-2222; Yellow Cab (214) 426-6262; Cowboy Cab (214) 428-0202

Rentals/Charters

The metro area offers many car rental options such as Avis, Advantage, Enterprise and Hertz, including many out of DFW International Airport. If you need something larger, A Great Way to Charter, Tour & Travel offers limousines, SUVs, minibuses and more. If you would rather sit back and let someone else drive, Yellow Checker Shuttle provides a variety of vehicles for your every need. If you'd rather ride in style, check out 360 Limo, 1-800 Book A Limo or BusinessExec Sedan & Limousine Service.

Rail

Amtrak provides service to more than 500 U.S. cities, and the Texas Eagle route brings daily service to Dallas. The train has coach, lounge and dining-car service to as far north as Chicago and south to San Antonio. Service is available at the Union Station downtown with access to the DART light rail and close to the convention center and hotels. For schedule and fares visit amtrak.com

PUBLIC TRANSIT

DART

DART Rail stops at ground level at the Convention Center Station under Exhibit Halls E & F. From the train walk toward Lamar then turn left

or north on Lamar to the driveway and access to the lobbies of the DCC via the stairs, escalators, and elevators. Located on the southwest corner of Lamar Street and Memorial Drive at ground level below the Dallas Convention Center expansion, the Convention Center Station is served by the downtown segment of the DART Red and Blue Rail lines. Facilities include ramps for mobility-impaired passengers and customer information. Peak hours 6:30-9am & 3:30-6pm, runs during peak daytime hours every 5 min. and runs during off-peak DT every 10 min. From the Convention Center, service runs from 4am-12am M-F, 4am-11:45pm on Sat.-Sun. The cost is \$1.75 one way or a \$4 day pass. For information on ride schedules visit dart.org. Public transit bus system is also available through DART.

Trinity Railway Express

Trinity Railway Express offers commuter rail service between Dallas, Fort Worth, and the DFW International Airport. Hours M-F are 5:40am-11:45pm and 8:45am-11:40pm on Sat. with no service on Sun. Cost is \$2.50 each way or \$5 day pass (Regional: \$5 each way or \$10 day pass.) For information on ride schedules visit trinityrailwayexpress.org.

M-Line Streetcar

Also known as the McKinney Avenue Trolleys, these cars rumble along McKinney Avenue and connect the bustling Uptown neighborhood with the Dallas Arts District in downtown. These unique trolley cars have been lovingly maintained since 1989, when they were reinstated on an updated rail line. Since that time they have become a favorite for Dallas visitors, and a welcome sight to nostalgic locals. Expansion continues on the routes to other points of interest.

Line service operates seven days a week every 15 minutes during peak and lunch hours, every half hour off-peak hours and weekends. Hours are 7am - 10pm weekdays, 10am - 12pm Saturdays, and 10am - 10pm Sundays. For more information visit dart.org/riding/mline.asp.

ALA SHUTTLE BUS SERVICE

Free shuttle buses, sponsored by Gale Cengage Learning, will operate during the meeting. Service will also be provided for attendees with disabilities. Shuttle bus service schedules (including daily pickup times, locations and destinations) will be published in Cognotes (the daily show newspaper available during the meeting) and will be available onsite. Complimentary bus service is provided by Gale Cengage Learning. Don't forget to stop by the Gale Cengage Learning booth to say thanks for the lift.



HOTEL MAP & RATE INFORMATION



DALLAS TX2012
 AMERICAN LIBRARY ASSOCIATION
 MIDWINTER MEETING
 JANUARY 20-24

		Single/ Double	Triple/ Quad	Parlor +1/+2
1	Omni Dallas Hotel - H,BC,F,CI-(WIFI),OP,RS,SF	\$169/\$169	N/A	N/A
2	Hyatt Regency - H, BC, CI-(HS/WIFI), F,OP,RS,SA	\$169/\$169	\$189/\$189	N/A
3	Sheraton Dallas - H,BC,CI-(HS/WIFI),F,OP,RS,SF	\$149/\$149	\$149/\$149	N/A
4	Adolphus Hotel - H,BC,F,CI-(HS/WIFI),RS,SF	\$149/\$149	\$159/\$169	\$625/\$775
5	Aloft - H,BC,CI-(HS/WIFI),F,OP,SF	\$139/\$139	\$139/\$139	N/A
6	Fairmont Dallas - H,CI- (WIFI),F,OP,RS,SA	\$149/\$149	N/A	N/A
7	Hotel Indigo - H,BC,F,CI-(HS/WIFI),RS,SF	\$129/\$129	\$149/\$169	\$209
8	Hotel Lawrence - H,BC,CB,F,CI-(WIFI),RS,SA	\$89/\$89	N/A	N/A
9	The Magnolia Hotel - H,BC,F,CB,CI-(HS/WIFI),RS,SA	\$129/\$129	N/A	N/A
10	Dallas Marriott City Center - H,BC,CI-(HS/WIFI),F, RS,SF	\$139/\$139	N/A	N/A
11	Marriott Springhill Suites - H,BC,F,CI-(HS/WIFI),HB,OP,RS,SF	\$127/\$127	N/A	N/A

KEY: Headquarter Hotel; Co-Headquarter Hotel; BC=business center; CAT=complimentary airport transfer; CI=complimentary internet; CB=continental breakfast included; F=fitness center; FB=full breakfast included; H=handicapped accessible rooms; HB=hot breakfast; HS=high speed internet access; IN=internet in room; IP= indoor pool; OP=outdoor pool; RS=room service; SA=smoking rooms available; SF=Smoke Free Hotel; WIFI=wireless internet access

VISIT WWW.ALAMIDWINTER.ORG FOR MORE INFORMATION

INSTITUTES AND OPTIONAL EVENTS

AASL

Tools for Transforming Your School Library Program

Friday, January 20, 2012 8:30 a.m. – 4:30 p.m.
Event Code: **AAS1**

	ADVANCE	ONSITE
ALA Member	\$239	\$239
Division Member	\$189	\$189
Round Table Member	\$239	\$239
Retired Member	\$179	\$179
Student Member	\$159	\$159
Non-Member	\$304	\$304

Create a powerful school library program with tools based on AASL's learning standards and program guidelines. Explore AASL's *A Planning Guide for Empowering Learners* with the *School Library Program Assessment Rubric* and learn how to collect and use data to drive program improvement. Then learn how AASL's *Standards for the 21st-Century Learner in Action and Lesson Plan Database* can take programs to the next level by building lessons cross-walked with the Common Core Standards.

Speakers: Jody Howard, Associate Professor, Palmer School of Library and Information Science, University of Long Island; Kathy Lowe, Executive Director, Massachusetts School Library Association; Donna Shannon, Associate Professor, School of Library & Information Science, University of South Carolina

ALCTS

Libraries, Linked Data and the Semantic Web: Positioning Our Catalogs to Participate in the 21st Century Global Information Marketplace

Friday, January 20, 2012 8:30 a.m. – 4:30 p.m.
Event Code: **ALC1**

	ADVANCE	ONSITE
ALA Member	\$269	\$269
Division Member	\$219	\$219
Round Table Member	\$269	\$269
Retired Member	\$99	\$99
Student Member	\$99	\$99
Non-Member	\$319	\$319

The web is evolving from a global information space for storing individual documents into a highly diverse information network in which pieces of data interlink and work synergistically together to create meaning. An excellent panel of cutting-edge thinkers will discuss how librarians can employ semantic web technologies and linked data standards to maximize the use of valuable legacy data on the web and ensure that libraries play a trailblazing role in this new information landscape.

Speakers: Karen Coyle, a librarian with over thirty years of experience with library technology. She now consults in a variety of areas relating to digital libraries. Karen has published dozens of articles and reports, most available on her website, kcoyle.net. She has served on standards committees including the MARC standards group (MARBI), NISO committee AX for the OpenURL standard, and was an ALA representative to the e-book standards development that led to the ePub standard. She follows, writes, and speaks on a wide range of policy areas, including intellectual property, privacy, and public access to information. As a consultant she works primarily on metadata development and technology planning. She is currently investigating the possibilities offered by the semantic web and linked data technology. Eric Miller, president of Zepheira. Prior to founding Zepheira, he started and led the Semantic Web Initiative for the World Wide Web Consortium (W3C). Before joining W3C, Eric was a Senior Research Scientist at OCLC, Inc., and the co-founder and Associate Director of the Dublin Core Metadata Initiative.

ACRL

Scholarly Communications: From Understanding to Engagement

Friday, January 20, 2012 8:30 a.m. – 4:00 p.m.
Event Code: **ACR1**

	ADVANCE	ONSITE
ALA Member	\$305	\$305
Division Member	\$255	\$255
Round Table Member	\$305	\$305
Retired Member	\$95	\$95
Student Member	\$95	\$95
Non-Member	\$345	\$345

ALTAFF

Nuts & Bolts for Trustees, Friends and Foundations

Friday, January 20, 2012 8:30 a.m. – 1:00 p.m.
Event Code: **CFL1**

	ADVANCE	ONSITE
ALA Member	\$50	\$75
Division Member	\$50	\$75
Round Table Member	\$50	\$75
Retired Member	\$50	\$75
Student Member	\$50	\$75
Non-Member	\$50	\$75

The popular Nuts & Bolts will feature speakers addressing topics of interest to Friends, Trustees, Foundations, and citizen advocates, followed by roundtable discussions geared toward each group. Meet and greet with coffee begins at 8:30 a.m. A boxed lunch will be served at noon. Register for the Advocacy Institute (1-4:00 p.m.) and receive a discount on combined registration. Attendees are encouraged to bring brochures, flyers, and other library marketing materials to share.

ALTAFF Gala Author Tea

Monday, January 23, 2012 2:00 p.m. – 4:00 p.m.
Event Code: **CFL2**

	ADVANCE	ONSITE
ALA Member	\$49	\$55
Division Member	\$45	\$55
Round Table Member	\$49	\$55
Retired Member	\$49	\$55
Student Member	\$49	\$55
Non-Member	\$49	\$55

Bestselling writers will discuss their writing life and forthcoming books. Enjoy tea, finger sandwiches, and a variety of sweet treats. A book signing will follow, with some books given away free and others available for purchase at a generous discount. This ticketed event is sponsored by ReferenceUSA. This event is often a sellout so purchase your tickets early.

***SPECIAL NOTE: We are offering a discount of \$25 off the combined registration for anyone who registers for both Nuts & Bolts *and* the Advocacy Institute.**

LITA

Getting Started with Drupal

Friday, January 20, 2012

9:00 a.m. – 4:30 p.m.

Event Code: **LIT1**

	ADVANCE	ONSITE
ALA Member	\$350	\$350
Division Member	\$235	\$235
Round Table Member	\$350	\$350
Retired Member	\$350	\$350
Student Member	\$350	\$350
Non-Member	\$380	\$380

This preconference will provide a thorough introduction to the Drupal content management system. Presenter will guide attendees as they create Drupal sites in a sandbox environment, covering the basics of content creation, themes, modules, and user management. Demonstrations of innovative Drupal sites, including library sites, library intranets, and an electronic journal will be provided. Previous web experience is helpful, but not required. Participants should plan to bring a laptop.

Speakers: Nina McHale, University of Colorado Denver

Digital Curation at the Command Line

Friday, January 20, 2012

9:00 a.m. – 4:30 p.m.

Event Code: **LIT2**

	ADVANCE	ONSITE
ALA Member	\$350	\$350
Division Member	\$235	\$235
Round Table Member	\$350	\$350
Retired Member	\$350	\$350
Student Member	\$350	\$350
Non-Member	\$380	\$380

Curation of digital content for long-term preservation seems like an impossible challenge, but many core tools for this work are available at the Linux command line. This workshop will provide a hands-on review of basic filesystem structure and navigation, permissions and ownership, and other tools for bit-level preservation. Attendees should have basic computing knowledge and some experience with Linux. Participants will need to bring a laptop; Ubuntu Live USBs will be distributed in the session.

Speakers: Mark Phillips, University of North Texas Libraries

OLA

Advocacy Institute

Friday, January 20, 2012

1:00 p.m. – 4:00 p.m.

Event Code: **OLA1**

	ADVANCE	ONSITE
ALA Member	\$50	\$75
Division Member	\$50	\$75
Round Table Member	\$50	\$75
Retired Member	\$50	\$75
Student Member	\$50	\$75
Non-Member	\$50	\$75

Learn how to make the case for libraries at the state and local level. This workshop will focus on how advocates can engage their communities to speak out more effectively for libraries of all types, and not just during times of crisis but throughout the years. Hear success stories, get the latest tips, and learn how to better advocate for your library.

YALSA

Innovations in Essential Teen Services

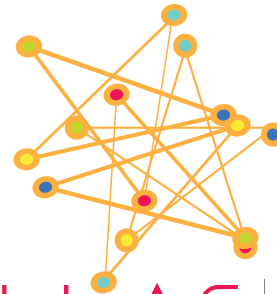
Friday, January 20, 2012

12:30 p.m. – 4:30 p.m.

Event Code: **YAL1**

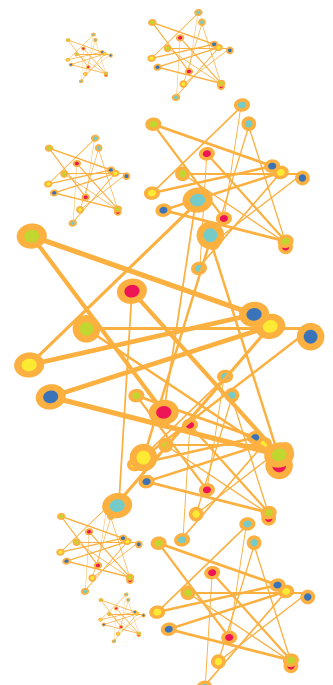
	ADVANCE	ONSITE
ALA Member	\$129	\$129
Division Member	\$129	\$129
Round Table Member	\$129	\$129
Retired Member	\$129	\$129
Student Member	\$89	\$89
Non-Member	\$129	\$129

Looking for innovative ways to refresh or enhance teen services that you are already providing? Then join YALSA for a half-day preconference and get tips on how to: create easy and affordable digital booktalks; revamp your homework help services using simple chat, phone and text tools; incorporate essential digital literacy skills into programs; and harness the power of apps, mobile devices, and social networking to deliver cutting-edge summer reading programming and armchair outreach.



DALLAS
TX2012
JANUARY 20-24

AMERICAN
LIBRARY
ASSOCIATION
MIDWINTER
MEETING



Comment Enabled

Creative Use of the MLIS

I believe varied career choices of those with an MLIS as outlined by Jason Smalley ("By Any Other Name," Sept. 2010, p. 21) applies to most majors, some less than others, such as engineering and medicine, but I can definitely relate.

When I graduated I really wanted to do something in economics and it didn't happen, but I don't know if that is really a bad thing.

I'm really doing stuff now that's even

more interesting to me than economics.

This is a great article, very well-written and easy to relate to.

Matt Miller
Saint Paul, Minnesota

Card Catalog Conversation

Will Manley's discussion of the tactile pleasures afforded library users back in the days of the card catalog ("Dead Trees We Have Known," *AL*, July/Aug., p. 64) reminded me of the day, some 50 years ago, when I became aware that a new product, plastic catalog card protector covers, had come on the market. Use of those sleeves would prevent the cards from being smudged, as Manley wrote was the case with cards under the subject heading "Automobiles—Maintenance and Repair."

As the head librarian of the Bismarck (N.D.) Public Library back then, I discussed this new product with

our catalog librarian. She and I then opened several drawers to see where the most soiled cards were. Our examination revealed that those cards with titles or subject headings beginning with the word "sex" were at least as smudged as those dealing with automotive repairing.

I was surprised that Manley, the columnist who had run a *Librarians and Sex Survey* in the *Wilson Library Bulletin* in 1992, did not report a finding similar to ours.

Andrew M. Hansen
Wilmette, Illinois

I'm one of those who do not miss filing in the card catalog. For 12 years I worked for a vendor that created printed, microform, CD, and ultimately, online catalogs for public, academic, and school libraries, and library consortiums. Authority control was a big issue and we had numerous programs we could run, but they still required manual intervention to correct and add appropriate data to headings.

As for e-books. I'm a Luddite who still prefers hard copy. But many of my patrons of all ages own e-book readers and love them. I once borrowed a Kindle from a book club member who must be in her 70s because I couldn't get the hardback in time for our meeting. She told me that she and her husband each had their own. They especially love them for travel.

I think my 23-year-old daughter may be the wave of the future. She just bought a Nook, because she wants the color, and is replacing her favorite

hardbacks with the digital editions so she always has them with her. She doesn't care about the format, she cares about portability and ease of use. It may be a long time before the printed book is completely gone, but I think it will happen.

Jill Patterson
Orange County (Calif.) Public Libraries

Winona Memories

Thank you so much for profiling the Winona Newspaper Project in *American Libraries* ("How One Library Digitized Its Community's Newspapers," July/Aug., p. 40–41).

My mother, who passed away several years ago, grew up in Winona, where my grandparents ran a local fruit and vegetable store. Many other close relatives lived in the town as well.

It was great fun for me to be able to pull up 147 articles pertaining to my mother, who was very active in the community growing up, particularly in her high school days, as well as clippings about other members of the family.

Since our family left Minnesota in the 1950s, I would never have known of this project without your article.

Margo Tanenbaum
Claremont, California

Those Fragile Pixels

Digitization and providing access to historic periodicals and newspapers are great things; however, it is only one side of the coin.

Quoting the National Digital Information Infrastructure and Preservation Program's Preserving Our Digital Heritage report: "The great promise of new information technologies also brings unprecedented

I'm really doing stuff now that's even more interesting to me than economics.

challenges because digital information is inherently fragile.”

I would like to see how a project like this is taking into consideration the cost of digital preservation and the means to ensure that this valuable cultural heritage will remain accessible over time.

Ido Peled
Boston, Massachusetts

Speaking of *Citizens United*

In response to Jeffrey Beall’s “*Librarians and the Threat to Free Speech*,” *AL Online*, Aug. 31 (see also p. 33, this issue):

Neither ALA’s Office for Intellectual Freedom nor the Freedom to Read Foundation has issued any official statements about the Supreme Court’s landmark *Citizens United v. FEC* decision, but we certainly discussed it in-house and with our free speech coalition partners. Despite important differences of opinion, we all agree that *Citizens United* certainly affects many ALA initiatives and values.

Mr. Beall echoes the ACLU’s arguments. I agree that political speech must be protected in order to preserve the democratic process, and that previous campaign finance laws (especially those with 30- or 60-day post-election moratoria on comment) ignored the realities of 24/7 mass communication.

However, there is a real conflict between ensuring that individuals—acting through a noncommercial group—maintain their political speech rights, and preventing corporations from having too much influence on the political process. One company’s influence over an election could impede broadband access or cause certain subject content to be removed from the libraries in a town where a company backs a candidate to push its agenda.

In the current political climate we are likely to be living with this decision’s impact for a long while. At a time when many librarians are already stretched

thin, we will need to spend even more time monitoring *Citizens United*’s impact in our communities. Now is the time to support your professional organizations, which can provide advocacy and expertise on your behalf.

Barbara M. Jones
ALA Office for Intellectual Freedom

Copyright Exceptions

In response to “*Balancing Copyright and Library Rights in a Digital Age*,” *AL Online: Global Reach*, Aug. 17:

“Copyright was created to protect the rights of literary and creative artists,” said Trevor C. Clarke of the World Intellectual Property Organization. “This statement is not true. Copyright was instituted to provide incentives for creativity.

Copyright is a right bestowed on creators, not something that protects a right creators inherently have. There may be good reasons and, in the case of libraries, there are good reasons, to make exceptions to a bestowed right. It is much harder to make a case for exceptions to an inherent right. By framing the issue in terms of inherent rights, Clarke has already weakened arguments for exceptions.

Copyright does not protect against the “theft” of intellectual property. Rather, it protects against intellectual ideas being copied. Talking in terms of theft of property rather than the right to copy immediately weakens arguments for exception to copyright law.

Bruce Sanders
DePauw University, Greencastle, Indiana

No Library Angel Needed

I respectfully disagree with Mark Herring in his On My Mind column “Where’s Our Carnegie?” (*AL*, May/June, p. 33).

As a still somewhat new librarian, I am puzzled about the sit-and-wait-for-

someone-else-to-do-something attitude that seems to be so common in our profession. We should not look for a modern Carnegie; instead, we should adopt an entrepreneurial attitude and go build things for ourselves with the resources we already have.

Today’s libraries do not need the largess of a major philanthropist, they need a multitude of librarians and community members that are invested in libraries as institutions that serve the public good. We also need to keep in mind that Carnegie was basically investing in library infrastructure by paying for the construction of buildings.

What we need now is investment in building virtual resources. Instead of focusing on renting information from companies, we can find ways to deliver it ourselves.

I’m not suggesting that we eliminate subscriptions to databases tomorrow, but

imagine what would happen if we started a cooperative to index and provide access to scholarly literature or started the Public Library Corporation called for in the Radical Patron blog.

If we all put just 10% of our collective development budgets toward building our own stuff, then we wouldn’t have to wait for someone else to build things for us.

If we adopt entrepreneurial attitudes, we are going to be much more likely to attract a Bill Gates or Warren Buffett, who will look at what we are doing and say: “Wow, that’s a cool idea I’d like to support.”

Gabe Gossett
Western Washington University, Bellingham



SEE MORE COMMENTS at americanlibrariesmagazine.org, or use a QR code reader app on your smartphone to scan this bar code.

Millsap, Stripling Seek 2013–14 ALA Presidency

Gina J. Millsap, chief executive officer of the Topeka and Shawnee County (Kans.) Public Library, and Barbara K. Stripling, currently director of school library services for the New York City Department of Education and who will become assistant professor of practice at Syracuse (N.Y.) University in January 2012, are the nominees for the 2013–14 ALA presidency.

Millsap has been a continuous member of ALA since 1995, serving as president of ALA's Library Leadership and Management Association (LLAMA) for the 2009–10 term. She also served in 2007–08 on the Advocacy Coordinating Group of



Gina J. Millsap



Barbara K. Stripling

ALA's Committee on Advocacy and as chair of the Elizabeth J. Futas Catalyst for Change Award Jury in 2002.

President of the Iowa Library Association in 2002, Millsap was secretary of the Kansas Library Association (2007–08) and the Missouri Library Association (1985–86). Millsap's honors include

being named a *Library Journal* Mover and Shaker in 2007.

Stripling has been a member of ALA since 1977, serving as a member-at-large of ALA Council since 1996. She also served on the ALA Executive Board (2001–2005). She currently serves as a member of the ALA Policy Monitoring and Intellectual Freedom committees and has chaired the *American Libraries* Advisory Committee (1995–1996). Stripling also served on ALA's Conference Committee (2002–2005), the Committee on Education (1998–2002), and the Nominating Committee (1999–2000).

She was 1996–1997 president of ALA's American Association of School Librarians and served as a member and chair of the ALA–Allied Professional Association Certification Committee (2002–2007). Her other current ALA activities include serving as cochair of ALA President Molly Raphael's "Empowering Voices" initiative and as a Merritt Fund trustee.

Stripling received the Retta Patrick Award from the Arkansas Library Association in 1989 and was named Arkansas School Library Media Specialist of the Year in 1990 by the Arkansas Association of Instructional Media.

Polls open March 19, 2012, and will close April 27 at 11:59 p.m. CST. ALA will provide all eligible voters in good standing as of January 31 with unique pass codes as well as information about how to vote online via an email message.

To update your email address, visit ala.org/membership.

“Ordinary” Books Spared from Lead-Testing Regs

After three years of concern about children's book collections, the strict lead ban mandated in the Consumer Product Safety Improvement Act (CPSIA) has been resolved without impacting libraries adversely (*AL*, Mar. 2009, p. 16).

On August 1, U.S. Rep. Mary Bono Mack (R-Calif.) introduced H.R. 2715, a bill to provide the Consumer Product Safety Commission (CPSC) with greater authority and discretion in enforcing consumer product safety laws.

In a whirlwind of events, the bill quickly passed the House 421–2 and

then the Senate, by unanimous consent and without amendment.

It provides the further guidance that the CPSC stated it needed in order to enforce CPSIA as Congress originally intended. It saves libraries from having to test their children's collections for lead by requiring that book manufacturers ensure their processes comply with safety limits as of the standard's effective date. Also, it exempts “ordinary books or ordinary paper-based printed materials,” such as items found in the children's collections of libraries, from third-party testing requirements.

FOOTBALL AND READING



Celebrate football season year-round with the latest READ poster featuring New Orleans Saints quarterback Drew Brees, the latest star to join the celebrity ALA READ campaign. Brees was named Super Bowl XLIV MVP as well as 2010 *Sports Illustrated* Sportsman of the Year. Get the poster and other library-related promotional items at the ALA Store, www.alastore.ala.org.

Committee Volunteers Sought for 2012–13

ALA President-elect Maureen Sullivan, chair of both the Committee on Appointments and Committee on Committees, is encouraging members to volunteer for service on ALA and Council committees during 2012–2013. The deadline to apply is November 4.

Sullivan is seeking volunteers to serve on the following committees: Accreditation; *American Libraries* Advisory; Awards; Budget, Analysis and Review; Chapter Relations; Conference; Constitution and By-laws; Council Orientation; Diversity; Education; Election; Human Resource Development and Recruitment Advisory; Information Technology Policy Advisory; Intellectual Freedom; International Relations; Legislation; Library Advocacy; Literacy; Literacy and Outreach Services Advisory; Membership; Membership Meetings; Organization; Policy Monitoring (current Council members only); Professional Ethics; Public and Cultural Programs Advisory; Public Awareness; Publishing; Research and Statistics; Resolutions; Rural, Native, and Tribal Libraries of All Kinds; Scholarships and Study Grants; Status of Women in Librarianship; Training, Orientation, and Leadership Development; Website Advisory; ALA–Children’s Book Council (Joint); and ALA–Association of American of Museums (Joint).

To volunteer for a committee, complete the online committee volunteer form at ala.org. For more information, contact Delores Yates, COC and CO Appointment Staff Liaison, at dyates@ala.org.

Endowment Trustee Candidates Sought

Applications are due November 15 for two upcoming ALA Endowment Trustee openings. One position replaces the expiring term of Senior

Trustee Dan Bradbury and the other is a new position that will expand the body from a committee of four to a committee of five.

The candidates will be selected by the Executive Board during the 2012 ALA Midwinter Meeting in Dallas. The selected Trustees will serve a three-year term that will officially begin at the conclusion of the 2012 ALA Annual Conference in Anaheim, California. The three-year terms will expire at the conclusion of the 2015 ALA Annual Conference in San Francisco. In order to ensure continuity, the newly appointed Trustees will begin serving immediately in an unofficial (nonvoting) capacity.

Apply online by clicking on the “Treasurer’s” page at ala.org.

GPO Budget Lowered with Bill Passage

Upon its return from legislative recess, the Senate was expected to act on a House-approved measure that, if passed, will make large cuts to the Government Printing Office budget.

In July, the House passed H.R. 2551, the Legislative Branch Appropriations Act of 2012, with a vote of 252–159. After numerous amendments, the final version further lowered GPO’s budget by a total of 20%. The bill also tasks the GPO with conducting a study “to review the feasibility of Executive Branch printing being performed by the General Services Administration and the transfer of the Superintendent of Documents program to the Library of Congress.”

In a letter to the House Appropri-

ations Committee, ALA requested “that the library community be involved in this study, as a report that speaks to the future of the GPO and the Superintendent of Documents program is of vital interest to the library community and to public access to government documents.”

Need for Academic Libraries Grows

The need for libraries on college and university campuses has increased, according to a recent study by ALA’s Office for Research and Statistics.

In “Trends in Academic Libraries, 1998 to 2008,” researcher Denise M. Davis analyzes data from the Academic Library Survey administered by the National Center for Education Statistics (NCES).

The report provides an informative look at how academic libraries continue to provide valuable resources to their community through technology and increased service hours despite a loss of nonlibrarian staff. The findings reveal changes in the number of academic libraries, circulating and reserve collections, interlibrary loan transactions and documents received from commercial services, public service hours, volumes held and added, library staffing, library expenditures, electronic services, and information literacy activities.

“The impact of technology and maturation of the internet as the conduit for information delivery has not reduced the need for library space but, in many respects, has increased that need,” Davis reported.

She added that the data indicates greater investments in collections and services. “Even with increased virtual reference and information services, up 52.4% from 1998, use of academic libraries rose during the 1998–2008 period,” Davis observed.

Data analyzed in this report is drawn from the NCES Academic Libraries series public use data for 1998, 2000, 2002, 2004, 2006, and 2008.

“Trends in Academic Libraries, 1998 to 2008” is available as a PDF at ala.org/ala/research/librarystats/academic/index.cfm.

Teen Read Week Photo Contest Set

As part of Teen Read Week 2011, October 16–22, whose theme is “Picture It @ your library,” teens are invited to enter a photo contest and win autographed books or an e-reader from Penguin Books for Young Readers. The contest deadline is October 31 and will be judged by 2011 TRW Week Spokesperson Jay Asher.

To enter, teens ages 13 to 18 must create a visual representation of their favorite book, upload the photo to Flickr, and tag it “TRWcontest11.” Teens may enter as many times as they like, either individually or in groups of three at surveymonkey.com/s/TRWcontest11.

Five finalists will have their photos posted on the website of ALA’s Young Adult Library Services Association and win a prize pack from Penguin, including signed copies of Asher’s *Thirteen Reasons Why* and *The Future of Us* by Asher and Carolyn Mackler. The winner will receive an e-reader preloaded with teen books donated by Penguin.

Libraries seeking publicity tools to promote TRW can visit ala.org/teenread.

Virtual Read-Out Highlights 2011 BBW

For the first time, readers from around the world are participating virtually in Banned Books Week, September 24–October 1, via videos of themselves reading excerpts at youtube.com/bannedbooksweek.

Libraries and bookstores are encouraged to film their patrons and customers and upload videos of no longer than two minutes as part of their BBW celebration. Publishers are invited to provide videos of their authors, either reading from a banned book or talking about the problem of censorship.

BBW highlights the threats to the freedom to read posed by the hundreds of challenges to books in schools and libraries every year. It is sponsored by ALA’s Office for Intellectual Freedom, the American Booksellers Foundation for Free Expression, the Association of American Publishers, the American Society of Journalists and Authors, the Comic Book Legal Defense Fund, the National Association of College Stores, the National Coalition Against Censorship, the National Council of Teachers of English, and the PEN American Center, with the endorsement of the Library of Congress’s Center for the Book.

AASL Conference Travels to Minneapolis

In conjunction with the appearance of Mimi Ito, an international expert on how people use mobile technologies and new digital media, attendees of the national conference of ALA’s American Association of School Librarians will also have the opportunity to view the documentary *Digital Media* and examine the work done by the Digital Youth Project, a three-year MacArthur Foundation-funded research study.

AASL’s 15th national conference and exhibition, “Turning the Page,” takes place October 27–30 in Minneapolis. It is the only national conference dedicated solely to the needs of school librarians. To register, visit aasll1.org. ■

CALENDAR

ALA EVENTS

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.

Oct. 27–30: American Association of School Librarians National Conference, Minneapolis, aasl11.org.

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

2012

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

Mar. 13–17: Public Library Association National Conference, pla.org.

June 21–26: ALA Annual Conference, Anaheim, ala.org/annual.

Sept. 19–23: Joint Conference of Librarians of Color, Kansas City, Missouri, jclc-conference.org.

A Librarian's Primer on the Debt-Ceiling Deal

Now that the debate over raising the debt ceiling is over and the smoke is beginning to clear, the question remains: What does this really mean? And, more specifically, what does this mean for libraries?

First, a recap: With little time to spare, Congress finally passed on August 2 the Budget Control Act of 2011, which allows the president to borrow more money to pay off our ever-increasing national debt. The final bill that was produced after several weeks of private negotiations and acrimonious public debate contained a number of wide-ranging provisions designed to reduce federal spending without raising taxes, along with a provision to allow the national debt to increase by \$2.4 trillion. That amount is estimated to keep the U.S. solvent until some time in 2013—after the next presidential election—at which time Congress would need to vote on this issue once again.

Now for some quick facts: While there are no new taxes in this bill, there are plenty of spending cuts, but no specifics, and mostly well into the future. Here is an outline of the legislation:

- There is an immediate debt-limit increase of \$400 billion.
- President Obama is permitted to request an additional \$500 billion increase in the debt ceiling in the near future (which Congress could disallow with a veto-proof rejection of the request).
- The legislation includes spending cuts of more than \$900 billion over 10 years by instituting funding caps in spending on discretionary programs, including security and nonsecurity programs, but excluding any cuts in mandatory programs like Medicare, Medicaid, and Social Security.
- A further increase in the debt limit of between \$1.2 trillion and \$1.5 trillion would be available after one of these two scenarios takes place: 1) a “special committee” identifies matching levels of additional spending cuts; or

2) the House and Senate have both adopted a balanced-budget amendment to the Constitution.

Bottom line: The cuts are not quite as big as the media leads you to believe. There are overall funding cuts of \$21 billion in 2012 and \$42 billion in 2013 for the discretionary programs covered by this bill—more significant spending reductions come in the later years of the 10-year agreement, and those are ultimately subject to the approval of future Congresses. While these cuts will be

painful, when taken in the context of a discretionary federal budget that spends more than \$1 trillion per year, it could have been much worse than these initial reductions, which are only in the tens of billions of dollars.

While the specific cuts in the Budget Control Act might have been worse, there are more on the way. The law creates a 12-person joint congressional committee (which is being referred to in the media as a supercommittee) to identify further ways to reduce the national debt. Everything is back on the table for this committee: taxes, Medicaid, Medicare, Social Security, and all other forms of federal spending.

The special committee must complete its work by November 23, and under specially designed rules to avoid a potential Senate filibuster. Then, both the House and Senate must hold an up or down vote (with no amendments) on the committee’s recommendations by December 23.

If the supercommittee is deadlocked or unable to get a congressional majority to agree on recommendations, then automatic across-the-board spending cuts of at least \$1.2 trillion would go into effect, with some specific programs identified for special treatment: Defense (broadly defined to include homeland security and foreign aid) is included; Medicaid and domestic mandatory programs are excluded; and Medicare cuts are limited to no more than a 2% cut to providers.

Regardless, the legislation also requires that the

Washington will spend quite a bit less money in the years ahead, with nearly every program on the table when Congress implements this first round of cuts.

House and the Senate vote on a Balanced Budget Amendment to the Constitution between October 1 and December 31. If it's passed and sent to the states, it will negate the need for Congress to pass the additional cuts recommended by the supercommittee in order to raise the debt ceiling.

Believe it or not, there was actually some good news among the cuts in this legislation. Pell Grants were singled out as the only program that actually received more money to dramatically reduce the shortfall it is facing. (The tradeoff was to eliminate a subsidy for low-income graduate students that had deferred interest payments on student loans until graduation.) The method of achieving this Pell Grant increase should help improve the funding situation for other domestic programs, like libraries, that are included in the same funding bill (the Labor/HHS/Education Appropriations bill) that would otherwise have likely been subjected to even further cuts to make up for the Pell shortfall.

That's the big picture of the agreement, Washington is going to spend quite a bit less money in the years ahead, with nearly every program on the table when Congress gets around to implementing this first round of cuts.

For libraries, it's not a particularly pretty picture. First, as the FY2012 budget process comes to its conclusion at the end of the year, the Library Services and Technology Act (LSTA) will be one of the thousands of federal programs whose funding will be subject to cuts outlined in the Budget Control Act. The Improving Literacy Through School Libraries program was already eliminated in an earlier round of cuts, and other programs that libraries care about are at risk as well.

In addition, while the supercommittee is unlikely to recommend specific cuts to smaller programs like LSTA, it could well recommend trimming discretionary programs that could eventually cut domestic spending. And remember: If the committee is unable to make recommendations, it will result in additional across-the-board cuts that will directly impact LSTA and other federal programs from which libraries receive funding.

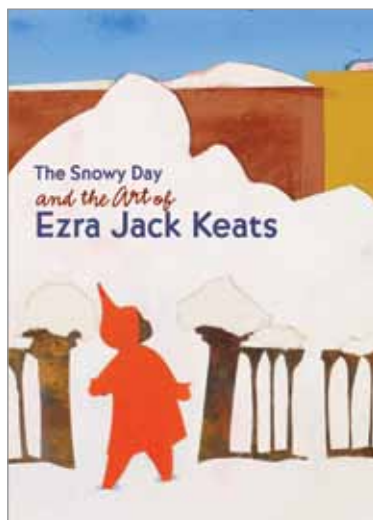
If there is ever a time to be involved, it's now—when the very existence of federal library programs is on the line. Educate legislators about the important role libraries play in America's social and economic well-being—and don't let up until this whole process is finished.

—Rich Stombres, Penn Hill Group, Washington, D.C.

Recognizing Ezra Jack Keats

In celebration of the 50th anniversary of Ezra Jack Keats's groundbreaking picture book *The Snowy Day* (Penguin, 1962), the Jewish Museum in New York City has created the first major United States exhibition of artwork for the Caldecott-winning illustrator, much of which came from the de Grummond Children's Literature Collection at the University of Southern Mississippi. "*The Snowy Day and the Art of Ezra Jack Keats*" features over 80 original works and will remain at the museum until January 29, 2012.

Keats was the first author/illustrator to depict an African-American protagonist in a full-color picture book. "His act of bravery was matched by that of the Newbery-Caldecott committee when they honored the book," said children's author Anita Silvey. "Often *The Snowy Day* was the only title that children saw for years to feature a child of color."



Librarians are also represented at the exhibit. Charlemae Hill Rollins, head of the Chicago Public Library children's department for 31 years and the first black president of the ALA Children's Services Division (1957–1958), is quoted in

the exhibit saying, "It's my only bright hope in this 'summer of Goldwater,'" in reference to Sen. Barry Goldwater's (R-Ariz.) opposition to the 1964 Civil Rights Act. Another librarian, Irene Roop of Hartford, Connecticut, defended Keats against Nancy Larrick's criticism of *The Snowy Day* in the *Saturday Review*. Roop's displayed 1965 letter says, "Rarely was there ever a picture book more warmly received. . . . [It] will live in the hearts of children."

The museum has created a 92-page hardcover exhibit catalog (left) about the exhibit.

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

A Library Home for Poetry Opens in Chicago

The new library of the Poetry Foundation in Chicago has a simple goal. “The mission of the library echoes that of the foundation: To place the best poetry in front of the most people,” explains Librarian Katherine Litwin.

But poetry can have a reputation for inaccessibility. “Even people with a deep relationship to poetry can find a space devoted to it intimidating,” Litwin says. The Poetry Foundation Library was designed to make the collection enjoyable and accessible.

The library is located off the main entrance of the foundation’s new headquarters, which opened in June. Two stories of windows fill the room with light and

make it visible from almost any space in the building. Inside, the first floor holds single-author volumes of children’s and adult poetry, arranged alphabetically by author to make them easily browsable. It also contains a couch that’s easy to reconfigure for programming needs, and a long table with several computer workstations. Litwin uses the table as her desk

as well, in order to minimize the distinction between librarian and patron.

A mezzanine above the first floor houses anthologies, biographies, criticism, novels by poets, and chapbooks. A small private room has a computer workstation for listening to or viewing poetry readings. The library’s 30,000-volume collection rests on shelves made of Baltic birch. They meet the floor in narrow channels of small pebbles, an architectural detail that is carried throughout the building.

Poetic treasures

The adult collection has been amassed since 1912 as the working collection of *Poetry* magazine. Many of the library’s books, even on the open stacks, include author inscriptions. “If I tried to take out all the inscribed books I wouldn’t have much of a collection left,” Litwin said.

Certain rarities, however, are held in the library’s special collections, which are not browsable on the main shelves but can be viewed by appointment. These include a copy of *The Dreamkeeper* by Langston Hughes, with an inscription by the author to *Poetry*’s founding publisher,



Librarian Katherine Litwin holds one of the Poetry Foundation Library’s many volumes inscribed by the author.

Harriet Monroe. Other treasures in the special collections include a first edition of *Ariel* by Sylvia Plath and a limited-edition copy of *Some Time* by Louis Zukofsky with a rice paper cover and bound with rope.

A children’s collection is comprised of donations from Jack Prelutsky, Mary Anne Hoberman, and J. Patrick Lewis, who each have served as the foundation’s children’s poet laureate. The library also plans to acquire works for young adults.

During the summer, Litwin said, the library typically had 20–25 visitors a day, constituting a broad spectrum from kids and their parents to writers, students, and people interested in the architecture of the space. “Many patrons are older immigrants looking for poets who are essential to their culture,” she observed. “Poetry is a way to reach them.”

Plans include a preservation project for the library’s chapbooks, a poetry book club, a poetry story hour for children, and school field trips.

A September 7 open house celebrated the expansion of the library’s hours. The library is now open to the public Tuesdays, Thursdays, and Fridays from 10 a.m. to 4 p.m., and to children and their guardians only on Wednesdays from 10 a.m. to 5 p.m.

—Greg Landgraf

Libraries Commemorate 10th Anniversary of 9/11 Attacks

As many as 200 librarians were working in or near the World Trade Center and the Pentagon when the terrorist attacks took place September 11, 2001. Four librarians died on that tragic day—library consultant Lynn Edwards Angell, Helen Belilovsky of Fred Alger Management, and Maureen Olson and Margaret Quinn Orloske of Marsh and McLennan—while countless others lost colleagues, facilities, and collections. As the nation remembered 10 years later, libraries, vendors, and museums worldwide marked the anniversary with a variety of programs, events, and exhibits.

The **Paramus (N.J.) Public Library**, located approximately 10 miles from New York City, hosted its

candelit Freedom Walk as a way “to remember lives lost, the bravery of first responders, and the soldiers who are keeping the nation safe.” They also participated in Operation Goody Bag, a project that has shipped more than 200,000 packages filled with candy, letters of thanks, and poetry to military men and women, veterans, and first responders.

The poetry ensemble Collective Voices presented “Poems to Heal and Honor a Nation,” a poetic and musical performance at the **District of Columbia Public Library’s** Martin Luther King Jr. Memorial Library.

L. E. Phillips Memorial Public Library in Eau Claire, Wisconsin, hosted the “Pieces for Peace” quilting activity for children and families, as well as the program “Remaining Humane in an Inhumane World”

with Robert O. Fisch, a physician and Holocaust survivor.

Recording memories

Patrons at several locations were encouraged to record their experiences. **Kitsap Regional Library** in Bremer-ton, Washington, used its Kitsap Mall storefront space to allow visitors to record their thoughts on a memory board; learn about the Kitsap 9/11 Memorial project, spearheaded by Central Kitsap Fire and Rescue, which broke ground in a Bremerton park on September 11; and view the documentary *The 102 Minutes That Changed America*, which was being screened in a continuous showing. The Oliver Stone movie *World Trade Center* was shown at **Indian Prairie Public Library** in Darien, Illinois.

On display

Discussion opportunities took place at **Lake Villa (Ill.) District Library**, where patrons were asked to write down their memories of the terrorist attacks around a 9/11 book display.

Eastern Kentucky University Libraries in Richmond displayed newspapers and magazines in the John Grant Crabbe main library; other exhibits were on display at **Westland (Mich.) Public Library** and **Waynesboro–Wayne County (Miss.) Library**.

Staff at **Baldwin (N. Y.) Public Library** presented a display case of books, magazines, newspapers, and memorabilia related to 9/11. Additionally, *FDNY 2001–2011: A Decade of Remembrance and Resilience*, a new book with photos supplied by the New York City Fire Department, was

9/11 RECALLED

■ The 10th anniversary edition of *Pentagon 9/11* is available online at the Government Printing Office’s retail and online bookstore (bookstore.gpo.gov). The book provides a comprehensive account of the attack and the aftermath, including details about the impact on the Pentagon building and staff, and the scope of rescue, recovery, and caregiving efforts.

■ Library workers who witnessed the attack in New York City tell their stories in *Loss and Recovery: Librarians Bear Witness to September 11, 2001*, a documentary about the disaster in the context of libraries. Produced by Leonard Kniffel, former *American Libraries* editor-in-chief, and coproduced by AL Associate Editor Pamela Goodes, the documentary consists of interviews with corporate, university, law, government, and social-agency librarians. It looks at the effect on libraries located in Lower Manhattan and how librarians have recovered personally and professionally. \$20 from Library Video Network (lvn.org).

on hand. The city of Baldwin lost 12 residents to the tragedy at the World Trade Center, including several firefighters.

Loudoun County (Va.) Public Library distributed 12,000 copies of Patricia McCormick's *Purple Heart* for its One Book One Community project and hosted "Eyes Wide Open: An Exhibit on the Human Cost of War." The American Friends Service Committee's exhibition featured a pair of empty boots in honor of each U.S. military casualty in Iraq and Afghanistan.

A collection of artwork reflecting on the theme "Ten Years after 9/11: Walking the Path to Peace and Security" was displayed at **Mid-Continent Public Library's** Midwest Genealogy Center in Independence, Missouri.

The collection was created by members of the Greater Kansas City Interfaith Council.

As the nation remembered, libraries, vendors, and museums worldwide marked the anniversary.

Louisville (Ky.)

Free Library unveiled "Here Is New York," an exhibit of 500 professional and amateur photographs contributed by the New-York Historical Society.

The library was one of 10 major institutions selected to keep an archive of the photos.

Other events

One example of the many online acknowledgments of the attacks is a series of 10 blog posts discussing different facets of 9/11 that were posted on a weekly basis by the **Homeland Security Digital Library** at the Naval Postgraduate School

Center for Homeland Defense and Security in Monterey, California (<https://www.hsdl.org/hslog/>). The blog posts covered such topics as "Terrorism, Terrorists, and Threats," "The 9/11 Commission Recommendations," and "Emergency Preparedness."

Library vendors also commemorated the anniversary. Some flew the American flag at half-mast and held moments of silence in their offices. **ProQuest** hosted a Red Cross Blood Drive at its Ann Arbor, Michigan, headquarters. **Ebrary** offered open access to a collection of relevant e-books throughout September, including *Reclaiming the Sky: 9/11 and the Untold Story of the Men and Women Who Kept America Flying* by Tom Murphy and *The Shock of the News: Media Coverage and the Making of 9/11* by Brian Monahan. —*Pamela A. Goodes*



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Library's Online Donation Page Targeted by Credit-Card Hackers

At the request of the FBI, Brighton (Mich.) District Library Director Nancy Johnson is spreading a cautionary word to library colleagues about a series of illegal attempts to hack credit card accounts by testing them on her library's online-donation website.

Here's the scam, according to Johnson: "Someone has been using our library online donation option as a vehicle to hack into credit card accounts.

"While we found the first clues over the Fourth of July weekend, our network administrator, Melanie Bell, determined from the transaction logs maintained by our authorize.net validation partner that the attacks started in March."

Johnson explained to *American Libraries* that the offender would try to hack into individuals' credit card accounts by trying to make a small online donation to the library masquerading as a person whose name the hacker has harvested elsewhere. A scam often attempted at hotel websites, the perpetrator masquerades as a potential donor and, in essence, runs an algorithm that tests different credit

card number combinations against that same name in hopes of hitting a valid account number. If successful, the hacker may go off elsewhere to "cash in" until the fraud is discovered and the account is shut down.

At the library, the hacker tried a variation of this scam, Johnson informed colleagues on the Michlib-1 discussion list. "There is an anonymous donor option on our online form; all of the 'successfuls' were marked anonymous." She went on to say:

"While many of the attempts are being denied, some have come through. We have identified seven 'successful' \$10 donations. We have gotten telephone inquiries from three other individuals about a bill from our library although we don't have them on the 'successful' list. All seven are located outside our service district; most are outside Michigan.

"Among the seven are two successful transactions by the same 'person,' five minutes apart. The name, street address, zip code, and the phone number were the same—but the city was different."

Although there was no damage to

Brighton District Library's website or online-donation function, or victimization of any of its patrons, the library has incurred a financial loss because of the hacks: It is charged for each attempted transaction, of which there have been as many as 35 attempts a day since March. The phishing seems to have originated from an IP vendor in Pakistan and possibly several IP addresses in Australia.

"We have responded by placing filters on our authorize.net profile," Johnson revealed. "There has been a significant change but it does appear as if the attempts are still being made. We are now blocking attempts when over three attempts come from the same IP address in one hour. We are also blocking all Asian and Australian IP addresses.

"Brighton will continue to work with the FBI to solve this problem. Not fun, but it has been a pleasure to work with the FBI on this."

Libraries concerned that their online-donation pages may have been similarly abused are encouraged to contact FBI Special Agent Sean Nicol at snicol@fbi.gov or 734-995-1310.

—Beverly Goldberg

GET YOUR E-READER HERE



Baltimore Mayor Stephanie Rawlings-Blake (right) is the first patron to check out a Nook at the reopening of Enoch Pratt Free Library's Reisterstown Road branch August 10. The library reopened after a three-year renovation, increasing in size to 13,000 square feet, with new conference and meeting rooms, along with special areas for teens and children, 32 computers, and free Wi-Fi. It is also the first Pratt location to offer Nooks, which are loaded with 22 titles for checkout to the public. Instead of a ribbon-cutting, Rawlings-Blake joined EPFL Director Carla Hayden to unveil a giant e-reader to mark the occasion.

GLOBAL REACH



CANADA ①

Librarians and archivists at the University of Western Ontario in London went on strike September 8. The 51 members of the bargaining unit had worked with management since April 26 to renew the group's contract, which ended June 30. The two sides remained divided over salaries, although the university had offered to establish a pay equity process. At press time, all campus libraries remained open and most library services were available.—*University of Western Ontario, Sept. 9.*

BRAZIL ②

Bibliotaxi is São Paulo's latest version of a mobile library. Passengers can read any of the books available in the taxi during their trip or borrow an item by registering their names and returning them to the taxi or other city locations. The objective of the project is to promote reading and build a sense of community in the Vila Madalena neighborhood of São Paulo.—*PSFK (New York), Aug. 17; São Paulo Vila Mundo, Aug. 11.*

UNITED KINGDOM ③

Major research libraries have told the two largest academic journal publishers that they will not renew their Big Deals with them if they do not make significant price reductions. Research Libraries UK has told Elsevier and Wiley-Blackwell that universities will not renew their current blanket orders when they expire at the end of this year unless the concessions are made. Big Deals involve libraries paying a blanket fee for electronic access to a publisher's entire journal catalog.—*Times Higher Education, Aug. 18.*

EUROPE ④

After nearly three years in development, the European Film Gateway is now online at www.europeanfilmgateway.eu. Currently, the internet portal to the digital collections of European film archives offers free access to about 600,000 digital videos, photos, film posters, and text materials. Users of the portal can search for people (Marlene Dietrich, for instance) as well as by film title or keywords. EFG is a component of Europeana, the platform for the cultural heritage of Europe.—*European Film Gateway.*

SWEDEN ⑤

One of the books stolen from the Swedish National Library in Stockholm has been identified in a collection in New York. In 2004, the library discovered that one of its bibliographers had been pilfering rare books valued at some 9 million kronor (\$1.4 million U.S.) from its collections and selling them at auction houses worldwide. The book is a 16th-century atlas illustrated by Cornelis van Wytfliet. Unfortunately, the library does not have the means to buy it back from the collector who had purchased it in good faith.—*The Local: Sweden's News in English, July 19.*

UGANDA ⑥

The Caezaria Public Library now stands in Malongwe, a town in the thinly populated and remote center of the country, thanks solely to farmer and mechanic Francis Kigobe. He started out with 36 magazines and 10 textbooks in 2002, and now the library has over 10,000 items. Kigobe wanted to give children in the area a place where they could learn how to read.—*Kampala Monitor, Sept. 5.*

KOREA ⑦

Yale University's East Asia and Beinecke Rare Book and Manuscript libraries have undertaken a collaborative project with the National Library of Korea to digitize Yale's holdings of rare Korean works, totaling 140 volumes. Korea will provide funds for the digitization and plans to include the bibliographic information and page images of the Yale works in the Korean Old and Rare Collection Information System (KORCIS), an online full-text repository for Korean rare books.—*Yale University, Aug. 19.*

TAIWAN ⑧

The Taipei Songshan Airport Intelligent Library, Taiwan's first airport library, has drawn more than 20,000 readers since it opened in June as a branch of the city library. The unstaffed library is equipped with an automatic checkout system so that travelers can serve themselves. Locals and foreigners can borrow books using their EasyCards, the electronic card widely used in Taipei to pay for public transport.—*Taipei Times, Aug. 21.*

NEWSMAKER: JAMES NGUO

The Arid Lands Information Network has been helping residents of isolated communities in Kenya, Uganda, and Tanzania to create and share knowledge to improve their lives for the past decade. Its Maarifa centers help farmers improve crop yields and care for their animals, provide computer training, teach about health issues, and help people start businesses. For its efforts, ALIN was awarded the \$1 million Access to Learning Award by the Bill and Melinda Gates Foundation at the IFLA World Library and Information Congress in San Juan, Puerto Rico, August 16. James Nguo, director of ALIN, accepted the award on ALIN's behalf; this article includes excerpts from his acceptance speech as well as an interview with the American Library Association's Leonard Kniffel.



Why is that so critical in the areas where you work? Let me tell you something about the arid lands of sub-Saharan Africa. The regions are not highly productive, acre-for-acre, compared to better-endowed agricultural regions. Consequently, many successive governments and developmental agencies have avoided working in the arid lands. This means that they have been cut from critical infrastructures such as roads, water, electricity, and in many instances, even schools and health centers. Most of the communities are therefore quite literally cut off from the rest of society. As you can imagine, there are few options with regard to access to information and knowledge, and this is the gap that Arid Lands Information Network was established to fill.

How did you feel when they told you that you had won the award? Oh my, I was lost. A million dollars is by no means small money. I was very excited, but because I knew the magnitude of my dream, I had to fit a million dollars into that dream. It has come at the right time, and we are extremely excited that once again the award has come to Africa. It makes an expression of faith, not only in ALIN and Kenya, but to our continent as a whole. ■

You're about to take home a million dollars from the Gates Foundation for your library network. How does that make you feel?

JAMES NGUO: Very excited, because I didn't know anybody would recognize what I've been doing for about a decade now, so it's very exciting.

What is a Maarifa center? "Maarifa" means knowledge in the local language, Swahili. That is the brand that we use to grow knowledge centers around the region. We came to establish the Maarifa centers because we thought these very isolated communities needed a publicly accessible space where someone can walk in and borrow a book. Or if they're not literate enough, they can borrow an iPod and view a simple video in the local language explaining how to treat an animal or improve farming methods. We've been able to establish 12 Maarifa centers.

Tell us a little bit about what you've been doing and how you will use the

money. I've been helping communities to create and exchange knowledge so they can improve what they do on a day-to-day basis. We're going to use the money to expand the reach so we have many more people benefitting from free access to information, as well as information technology training, so that they will be able to compete at the level where most of the privileged class is. We plan to increase our outreach, so that many more people can be served with information and knowledge. We plan to increase the number of people who are getting training; in the country where we reside, Kenya, the minimum basic qualification to get a job is to have what they call an international computer driver's license. So you can imagine how many isolated people would be cut off if they don't have this. ALIN will do its best to get more people to appreciate technology, to train, and to have opportunities to compete at a national and international level.



WATCH THE INTERVIEW
on [americanlibraries
magazine.org](http://americanlibrariesmagazine.org)

Building Common Ground:

Discussions of **Community**, **Civility** and **Compassion**



A library program
initiative of the ALA
Public Programs Office
and the Fetzer Institute.

Participating libraries will receive a **\$2,500 grant and program materials to support a multi-format series of programs** that will bring the community together for action, engagement and reflection. Programs will introduce attendees to concepts of community, civility and compassion through reading and discussion, film viewing, civic involvement initiatives, and much more. Find a wealth of materials to help jumpstart your "Building Common Ground" application at www.ala.org/commonground.



Apply by November 18 at www.ala.org/commonground.

How the World Sees Us

"I often wonder why all librarians, regardless of their sex, appear so grim? Wouldn't you think that beneficiaries of possibly the best job in the world, who have access to a wealth of knowledge, should have amiable countenances? But that's not the case. To cast someone as Charon—the ferryman who carries the souls of the dead to the other world—a casting director only has to find a librarian."

Chennai (India) freelance writer and artist MERLIN FLOWER in the possibly satiric "Ever Met the Stern Librarian?" *The Express Tribune* (Karachi, Pakistan), Sept. 2.

"I really love the book discussions we have in the prison library. You see, when we were on the street we have to show off that we were tough men. We don't show our feelings. In here we read this book and find the character in the book has the same issues we have. It takes a little while, but after a time the brothers in the book discussion group begin to open up. Nobody is judging you and we feel a little freer to explore our feelings since more or less we all share the same experience. It all happened in the library."

An inmate in a Maryland prison, quoted in *Prison Librarian*, Aug. 28.

"The library saved my life. If anyone in my family wondered where I was, they had only to drop by the reading room to find me. The librarian, Mrs. Anna Baker, was my first true friend—someone who listened carefully, responded truthfully, and gave me every scrap of knowledge she could muster through the books she controlled."

Songwriter and musician JANIS IAN, speaking at a gathering of Nashville, Tennessee, school librarians, Aug. 9.

"If it wished to rebuild mutual trust, social capital, and motives for hope and change in the riot-wrecked streets of a nation's cities, where might a truly idealistic society begin? Perhaps its policy-makers, with money no object, would plan a network of more than 4,000 dedicated cultural and community centres, their locations scattered throughout urban areas—not just in downtown hubs and comfortable suburbs. It would protect these centres with a core role defined by statute, but give them enough flexibility to innovate, to connect, and to co-operate. Hopelessly utopian, I know. Except that Britain's network of public libraries already exists. Or rather, it hangs on by the skin of its under-resourced teeth."

BOYD TONKIN, "Not One More Library Must Close," *The Independent* (U.K.), Aug. 12.

"When I first saw 1968 on the web page, I thought, 'Wow, apparently, all those Brady Bunch books I've read listing 1969 as the show's first year were wrong,' Wisniewski told reporters at a press conference. 'But even though I obviously trusted the internet, I was still kind of puzzled. So I checked other Brady Bunch fan sites, and all of them said 1969. After a while, it slowly began to sink in that the World Wide Web might be tainted with unreliable information.' . . . Following up on her suspicion, Wisniewski phoned her public library."

The bemused and fictional CARYN WISNIEWSKI, "Fictional Error Found on Internet," *The Onion*, May 22, 2002.

"Why do branch libraries matter? Some may argue that branch libraries are losing their relevance. Besides, who uses

the library anyway nowadays? It just has old books, right? Neither cell phones nor home computers, though, can teach young children how to hold a book upright, how to turn pages, nor choose for them age-appropriate books to read. Neither cell phones nor home computers can teach any child how to read aloud or check for understanding while reading. Isn't it common sense to have the branch libraries in their neighborhoods open when they and their families need them?"

Springfield, Massachusetts, resident MARÍA LUSIA ARROYO, "How to Win This Latina's Vote: Expand Branch Hours to Support Literacy," *La Prensa de Western Massachusetts*, Aug. 29.

"If past history was all there was to the game, the richest people would be librarians."

The librarian fantasy of business magnate and philanthropist WARREN BUFFETT, "81 Reasons We Love Warren Buffett," no. 48, *The Motley Fool*, Aug. 30.

"Students seek help from sources they know and trust, and they do not know librarians. Many do not even know what the librarians are there for. 'I don't think I would see them and say, well, this is my research, how can I do this and that?' one senior psychology major told the [Ethnographic Research in Illinois Academic Libraries] researchers. Other students imagined librarians to have more research-oriented knowledge of the library but still thought of them as glorified ushers."

"What Students Don't Know," *Inside Higher Education*, Aug. 22. ■

Librarians and the Threat to Free Political Speech

Why librarians should back the *Citizens United* decision

by Jeffrey Beall

As librarians, we support freedom of speech and freedom of access to information. In early 2010, the U.S. Supreme Court handed down a decision that increased these freedoms. Known as *Citizens United v. Federal Election Commission*, the decision declared unconstitutional some statutory restrictions on political speech—restrictions that carried the threat of fine or imprisonment for merely engaging in political speech.

By removing those unconstitutional limits, the court's decision brought speech and election law in line with the realities of modern mass communication, including social media and other internet-based speech. Specifically, *Citizens United* overturned some limits on corporate political speech.

Those opposing the decision fear that the quantity of political ads that corporations' and labor unions' deep pockets can fund will drown out those with less cash, even though strongly enforced regulations require disclosure of the sponsors of those ads to provide

needed context.

By ruling to strike down these restrictions, the Supreme Court created a more open stage for political discourse. As librarians, we should welcome unrestricted political speech and endeavor to help make it accessible to our users.

Unfortunately, a political movement has emerged that aims to restore those restrictions on political speech. Organizations such as Move to Amend and the cleverly named Citizens United against *Citizens United* seek to restore statutory restrictions on political speech, including restrictions on the right of groups such as

unions and corporations to publish information that explains and promotes the organizations' points of view. In fact, Move to Amend wants to amend the U.S. Constitution so that laws criminalizing some political speech would once again be allowable.

This anti-free speech movement is the moral equivalent of a book banning; it excludes political speech some find objectionable. It is akin to removing all books from a library's

collection that support a certain political view. That is censorship.

What we can do

Librarians, whose professional ideal is to fear no speech, value the marketplace of ideas, and help patrons access information about all sides of political issues, should abhor the legitimization of censorship that these groups aim to add to the Constitution.

Secondly, we need to continue doing what we do best regarding information in general and political speech in particular: Collect and catalog it, mediate its discovery, and preserve it. Restricting political speech is anathema to the core values of librarianship; if speech from certain entities is restricted, we cannot make it available.

Finally, we must collaboratively oppose the groups seeking to make it constitutional to allow restrictions on political debate in the United States. Regardless of their political values, all librarians should unite to oppose speech restrictions, censorship, and the proposed constitutional amendment that would allow the banning of some political publications, including some internet-based political speech. ■



Citizens United brought speech and election law in line with the realities of modern mass communication, including social media and other internet-based speech.

JEFFREY BEALL is metadata librarian and assistant professor at the Auraria Library of the University of Colorado in Denver.

Using Web Analytics Well

Track how well your library serves patrons online

by Kate Marek

Are your website visitors doing what you expect them to do or what you want them to do? Are they following the path you thought they would follow when you designed your menu system? Are visitors to your digital-library page finding the link to historical photos of your city or the university's archival images? These are some of the questions you should be able to answer by using a web analytics program.

As libraries deliver an increasing proportion of their services through the web, the need to accurately and comprehensively track the use of library websites, online resources, and services is more important than ever. Web analytics is a process through which statistics about website use are gathered and compiled electronically.

Service by the numbers

An analytics program can be used as a tool to help you get to know your users—who they are, where they are coming from, and how they use your site. Having access to information about your users helps you to make appropriate decisions about your site—whether those decisions apply to major redesigns or to ongoing tweaks and minor changes reflect-

ing shifts in customer usage or in your own current programs and services.

When you get started, concentrate on a few effective metrics for your own site and follow those statistics. As you build experience and confidence with those metrics, you will add more dimension to your analysis. Start small, as the amount of

Get to know your users—who they are, where they are coming from, and how they use your site. Having access to information about your users helps you to make appropriate decisions.

data can be overwhelming unless approached with planning. Web analytics need not become an in-house example of information overload. The web analytics field has seen an exponential growth in the last decade. Google launched its free tool, Google Analytics, in 2006, and the field has been booming ever since. Google Analytics is an extremely popular tool among libraries, due not only to its tremendous power but also to its free availability, ease of use, flexibility, and clear reporting mechanisms.

Many commercial tools also exist, including Coremetrics, Adobe's Omniture, and WebTrends. Open source tools are also available, including Piwik, which is billed as an open source alternative to Google Analytics.

As you begin to learn more about the capabilities of web analytics, you will see that a tremendous amount of data can be collected about your

end users. This behind-the-scenes data collection may make many librarians uncomfortable. However, the reality is that virtually all websites collect some user data through the operation of server logs.

While completely eliminating data capture is an unrealistic goal, intentionally adding a tracking tool such as Google Analytics to collect personal information about the library's website visitors may seem to be the antithesis of our service philosophy. How can we reconcile the priority of personal privacy with the organizational need to examine website usage and statistics?

Analysis, anonymously

Essentially, what is important to libraries is that our users operate with complete anonymity at all times and that they also maintain ultimate control of their data. The ability to opt out of any data collection is key and should be clearly offered as an option to our website visitors. In addition, we must be thoughtful about what data to collect and how it will be used.

Libraries must strike a balance between user privacy and organizational effectiveness, with the scales always tipped in favor of user choice. ■

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What's Gone Is Gone

Haunted by losses that we can't document

by Joseph Janes

I wasn't intending to write a "9/11" column, really. The 10th-anniversary rumblings have already begun as I write this, and I've started to ponder what I'll do on the actual day (apart from pulling the covers over my head and muting the inevitable pregame and halftime goings-on during NFL opening-week games).

Then, over coffee and a scone one morning, I read an Associated Press story ("Mystery Surrounds Loss of Records, Art on 9/11") about records and documents that were lost that day. Like everybody else, I vividly remember the blizzard of papers that cascaded down from the towers, some of which made it all the way to Brooklyn (*AL*, Oct. 2001, p. 20–21; Nov. 2001, p. 12–17), so this wasn't a complete surprise.

Until, that is, I got to the sentence that starts "Twenty-one libraries were destroyed. . . ."

Really? I never knew that. The article lists a number of businesses and government agencies (including the Equal Employment Opportunity Commission, the Securities and Exchange Commission, and the CIA) that had offices in the area, so it makes sense that libraries would have been among the casualties. The litany of what's gone—collections of documents on the history of

trade, a trove of photo negatives of JFK stored for safekeeping, documents from the Helen Keller Institute, art from the site—reinforces not only the breadth and scale of what was there but of the diversity of collections in general, often precious and in some cases irreplaceable.

More perniciously, in many cases not only is material gone, but so are the inventories—so it's not even possible to know precisely what is lost. Sadder still is the tale told in the article about the decade of "litigation, politics, and overall distrust surrounding the 9/11 attacks," which has meant little progress or cooperation among organizations involved.

The cautionary, back-up-your-stuff-now aspect of this is obvious. Losing all those resources is bad enough; never being able to identify what it all was has a certain Library at Alexandria vibe to it.

Ultimately, this is a story about continuity. One of the reasons we have libraries, and particularly archives, is that they enable us to get on with it, to keep and maintain the records of what has gone before so they can be consulted when needed. EEOC had to redo witness interviews and the original document creating the Port Authority is, presumably, forever, gone. Yes, both these and other organizations have

endured, but it can't have been easy or fun.

It's easy to blithely say that this is all much less troublesome in a networked environment. Physical records, often unique, are more susceptible to destruction, degradation, or just plain misplacement, that line goes, but on a distributed network they can be duplicated and searched easily. The put-it-all-on-the-cloud argument has some merit—assuming the cloud is reliable and well protected.

Sure, there are technological preventatives and remedies, though not without peril. (Tried searching an intranet lately?) Add in some tried-and-true values like stewardship and conservatorship, a service orientation, and the importance of understanding and using the best and most viable technology for the situation and clientele, stir well, and there are lessons to be learned for us all.

Coincidentally—I assume—my work email was out for a little while on this same morning, so it was with a combination of relief and anxiety that I sat down to peck this out. The email came back after a while, though not before I had a fever dream or two in which somebody would tell me why the email was out and how I'd get stuff done without it . . . but that's another story. ■



The records and documents lost forever on 9/11 reinforce the breadth of precious and irreplaceable collections.

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Open Source, Open Mind

Evaluating open source and proprietary software

by Meredith Farkas

I've been a big advocate of open source software since I learned about the model of software licensing and development 10 years ago. I am a big believer that many minds produce great things, so the idea that a community of users would develop and improve software to the benefit of the community really appealed to me. Open source is often a great solution for cash-strapped libraries that can adopt tools like Open Office for free instead of paying for Microsoft Office licenses on all of their computers.

When I was asked to be on a task force at my new place of work that would be evaluating platforms for creating course and subject guides, I wanted to look at every open source option available, including systems like Drupal that are not specifically designed for guide creation. I would never have predicted that, at the end of our evaluation phase, I would be strongly advocating software that was proprietary and would cost the library money for an annual subscription. It wasn't that I'd changed my mind about open source software, but that this was clearly the best fit for our library.

Here were some of the elements that figured into my decision and are worth considering any time you are evaluating open source options:

■ **How robust is the open source project?** Some open source projects, like Koha, have a strong

community of open source developers who are improving the code for their libraries and are then contributing that code back to the community. Other open source projects are solely developed by one library or even one person. It's important to consider what would happen if you adopted a piece of software that was later abandoned by the person or library developing it. Do you have the in-house expertise to continue developing it as technologies change?

■ **What is the support like?** I remember trying to install a piece of open source software built by another library years ago and ending up abandoning the project because the documentation was so scarce and I didn't have the technological expertise to figure it out myself. Does the software you are looking to install have robust documentation? Is there a community of users online who are happy to answer questions and help when things just aren't working for you? This isn't to say that support is not also a concern with proprietary software; plenty of software companies provide really terrible tech support.

■ **Do you have the expertise and time on-staff to make the software work for your library?** Some open source tools, like Open Office, work right out of the box so

this is not an issue and others will meet your needs in their native form and so won't require any cus-

tomization. However, if the software will not meet your needs out of the box, do you have staff with both the expertise and the time to customize it? This may also be a concern with proprietary software, as some options may re-

quire more customization.

■ **What are your time constraints?** If you are trying to launch something within a pretty tight time frame, you need to choose a piece of software that will not require a lot of development or customization. Depending on which is the less work-intensive option, that could mean either open source or proprietary software.

I'm still a big believer in open source software, but I don't want to see libraries choosing software solely for philosophical reasons. Given the investment of time that some technology projects require, it's imperative that libraries choose the best tool for the job, based on their specific requirements and limitations. ■

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There are elements worth considering any time you weigh whether to choose an open source option.

A powerful, no-tech social and civilizing medium: Conversation

by Elaine Meyers and Virginia A. Walter

Talk to Teens

They're Still Listening



About a decade ago, libraries were talking to teens about what would make the public library a cooler place. The results of these conversations were captured in Elaine Meyers's article "The Coolness Factor" (*American Libraries*, Nov. 1999) and informed the focus of the Public Libraries as Partners in Youth Development project. That world—without Facebook and before most teens had cell phones—seems a simpler time.

In 1999, teens were asking libraries to provide the latest technologies. No one anticipated the future described by the Kaiser Family Foundation's January 2010 "Generation M2: Media in the Lives of 8–18 Year-Olds." The report, which made the front page of newspapers across the country, added fuel to a conversation about the impact of technology on teen development. It was both relevant and shocking: Almost all adults were surprised at the large chunks of time young people were spending as consumers of various media. Commentators wondered if technology was replacing important conversations and the reading of literature that has traditionally helped us understand what it means to be human.

The Kaiser report confirmed librarians' suspicions that teens today spend a relatively small amount of time reading print (about 38 minutes a day). By contrast, young people were found to be consuming various electronic media for 7 hours and 38 minutes every day, seven days a week. Moreover, since these young media buffs are often engaged with more than one medium at a time, they are

able to cram 10 hours and 45 minutes worth of media into their nearly eight hours of daily media time.

Stimulating or stupefying?

A front-page article in the November 21, 2010 *New York Times*, "Growing Up Digital, Wired for Distraction," warned that schools were fighting to keep students focused amid a flood of texting and technology. The article recognized the need for students to be tech savvy in order to acquire 21st-century work skills, but lamented the unknown effect on the wiring of the brain of so many hours spent in front of computer screens. The article proposed a "healthful digital diet" that would limit multitasking and entertainment while studying and also vet the quality of sites accessed.

One of technology's more damning critics is Mark Bauerlein, author of *The Dumbest Generation: How the Digital Age Stupefies Young Americans and Jeopardizes Our Future* (Tarcher/Penguin, 2008). Bauerlein predicts dire consequences for the intellectual condition of young Americans who have embraced the trappings of the digital age to the apparent disregard of their cultural and civic heritage, which was taken for granted by previous generations. He documents the decline in reading and laments the superficiality of online learning. Bauerlein reserves some of his most scathing criticism, however, for the social networking that so captivates teens.

Teens now have unprecedented contact with each other through various social networking media, email, and instant messaging, Bauerlein observes. While some adults are advocates for the potential for empowerment and learning that Web 2.0 makes possible, Bauerlein cites research showing that teens are much more likely to go to sites such as YouTube and Facebook to see what their friends are up to than to spend time browsing the Library of Congress or Smithsonian websites. What especially worried Bauerlein is that this focus on peer-to-peer interaction reduces the opportunities for vertical modeling—developing relations with older people who can provide another point of view, life experience, or perspective as well as broaden the knowledge teens need to really understand an issue.

Real talk, in real time

The need for vertical or aspirational models was a core finding of Public Libraries as Partners in Youth Development. Teens told librarians that what they most valued was someone who could really talk with them about their concerns and provide realistic advice. They especially preferred a college student or someone closer in age who intimately knew the terrain of their neighborhood, family, workforce, or college. They also said they valued library staff who listened to them and made them feel safe in the

TIPS FOR GREAT CONVERSATIONS

Take time to walk around the library and strike up conversations with young people. Go beyond the reference interview or traditional reader's advisory gambits.

- Encourage teens to talk to each other as well as to you. Include discussion time at programs.
- Post a provocative or humorous question of the day at the ends of stacks or on tables. If teens don't spontaneously start talking, you be the facilitator.
- Do regular interviews with random teens in the library to find out what they think is important and interesting. Get them started talking, and they will find it hard to stop. Use what you learn from them to develop good teen services and collections.
- Remember that you are the moderator or facilitator, not the expert.
- Listen!
- Humor is the secret weapon in bonding conversationally with teens. Enjoy their sarcasm and irreverence, and be a little corny yourself. Laugh together.

CONVERSATION STARTERS

At the end of *Conversation: How Talk Can Change Our Lives*, Theodore Zeldin lists 36 topics that catalyze conversation. We would like to suggest our own list, based on our recent interactions with teens.

Let's talk about your life: Great for informal conversations at the service desk or for getting to know groups of new teens in an advisory group or book club.

■ I'm thinking about writing a blog about friends. Can you tell me the most important thing about friends? Is there a book or a movie about friends that I should know about? Can you tell me a story about a friend—a good one or a bad one?

■ I have to create a list of great places for teens to go in our neighborhood. What should I be sure I tell teens about the places in our community?

To game or not to game: A possible topic for a conversation corner that you set up in the library. Create a schedule for staff to be present at a posted time to talk about current activities or topics.

■ I've been reading a book about gamers in the library. Is gaming fun? Why or why not?

■ We have new money for Wii games. What is the most

fun game? What is lame?

Being a teen: Teens love to talk about themselves, their challenges as well as their pleasures. Questions like these help them to reflect on their lives and provide you with information that could change the kind of resources you offer.

■ What is the hardest thing about being a teen? How do you handle it?

■ If you could change one thing about your life, what would it be?

■ What five words best describe you?

■ Can you tell me about any adults who have been especially influential or supportive during your teen years?

What about the library? Questions for focus groups or similar settings.

■ Tell me about your experiences with the public library.

■ When did you begin using the library—and why?

■ What do you do there now?

■ What do you like? What do you hate?

■ If you ran the library, how would it be different? How would it be the same?

library. We know from research on youth development that not having a caring adult in a teen's life puts that young person at risk.

While technology will continue to reshape all aspects of education, commerce, art, and culture, a youth-development perspective provides a stable context in which to think about adolescence. What does it mean to spend 7 hours and 32 minutes in a day interacting with an electronic device? Teens who send and receive 800 text messages in a day are certainly keeping in touch with their peers—and maybe even their parents—but are they missing the kinds of conversations that will help them develop the skills and competencies they'll need as adults?

In the past year, our interviews and informal conversations with teens have confirmed our belief that one of the most valuable activities library workers can provide is real-time conversation. We asked teens to tell us about themselves—their school, work, family, friends, hobbies, favorite books, music, and movies. We asked what they did for fun, as well as what was hard about being a teen and how they handled it. We asked them to describe themselves in five words and to tell us about adults who have influenced their lives. Finally we asked about libraries.

What struck us in these conversations was how open

teens were to talking and how genuinely delighted they were for the attention. We had the advantage of not being a parent or teacher, but just an interested adult. This is still one of our critical roles, even as the pressure is on for us to connect virtually in every new medium with our customers.

In our ALA Editions book *Teens and Libraries: Getting It Right* (2003), we used Theodore Zeldin's *Conversation: How Talk Can Change Our Lives* (Hidden Spring, 2000) as our model for effective talk. Zeldin believes that conversation is more than sending and receiving information. Conversation can be transformative, changing how participants see the world and even the world itself.

We agree. Public librarians can do a great service by simply talking to teens, listening to them, and encouraging them to talk to each other. It could create a habit that will outlast the next New Thing. ■



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AVOIDING

THE PATH TO

OBSCOLESCENCE

Riches-to-rags tales in the retail
business hold lessons for libraries

By Steven Smith and Carmelita Pickett

Blockbuster was much in the news last fall, though not in the favorable light it once enjoyed. The cultural phenomenon and former stock market darling that once prospered through aggressive marketing, savvy exploitation of technology, and keen insights into customer preferences filed for bankruptcy in September 2010. Though some analysts thought the filing could give the franchise time to reinvent itself, others predicted that the onetime video-rental colossus is steps from the graveyard of retail obsolescence.

There is a lesson or two for libraries in this riches-to-rags story.

In the *New Yorker's* October 18, 2010, "Financial Page" column, James Surowiecki catalogs a few of the causes of the company's decline. Blockbuster was born in the age of the "category killer": bricks-and-mortar stores that "killed off all competition in a category by stocking a near-endless variety of products at prices that small retailers couldn't match." Many of these establishments are still healthy, Surowiecki explained. But others—Toys R Us, CompUSA, Circuit City, Borders Books and Music, and Barnes & Noble, for example—have either given up the ghost or seem to be in their death throes.

The internet has played an important role in this trend. Newer businesses that were born during the wired era have outplayed their older and less-agile competitors by more aggressively exploiting the advantages of networked technology. This has been especially true in the case of brands operating in well-defined niche markets, such as video rentals. Netflix simply beat Blockbuster's time—soundly. The ease of selection, delivery, and return—coupled with a recommendation system that, though not perfect, is better than the advice offered by the average in-store sales associate—provided a cheaper and more convenient way to access a wider selection of films.

The internet in particular and digital technology in general are key in this game. Because of Netflix's will- ingness and ability to harness technology, customers no longer needed to drive or walk to a physical store to browse aisles of limited-selection stock arrayed in broad categories in search of a movie for a quiet evening at home, or to experience disappointment that a movie was not on the shelf because another customer got there first or was late returning the item. Further, Netflix's customers are not forced to worry about pesky little matters like overdue dates and late fees.

Convenience above all

Early on in the wired era, Blockbuster seemed to have all the advantages—a strong brand, a great customer base, an experienced workforce, a large inventory, and market saturation via thousands of physical stores deployed across the country. It would have seemed a simple matter to build an effective e-commerce business on top of all this expertise and success in the traditional retail marketplace—"clicks and mortar," many observers thought, the best of both worlds. But this did not happen; in the end, none of the company's advantages mattered, and some of them turned out to be millstones.

Surowiecki attributed Blockbuster's failure to two factors. The first he termed the "internal constituency" problem: "The company was full of people who had been there when bricks-and-mortar stores were hugely profitable, and who couldn't believe that those days were gone for good. Blockbuster treated its thousands of stores as if they were a protective moat, when in fact they were the business equivalent of the Maginot Line." The second problem exacerbated the first: the "sunk-cost fallacy," which stipulates that "once decision-makers invest in a project, they're likely to keep doing so, because of the money already at stake. Rather than dramatically shrinking both the size and the number of its stores, Blockbuster just kept throwing good money after bad."

Blockbuster made an attempt to manage this change, but its past success acted as an anchor rather than a sail because it was not willing to jettison outmoded cargo. Thus, even if the company had moved more aggressively to develop the clicks-and-mortar model, it probably would not have fared any better. The success of Netflix suggests that in the video-rental and similar markets, if products are available conveniently enough and cheaply enough online, customers don't care about or need a physical store and all the accouterments that go with it. They can stock and make their own popcorn at home, after all. Customers care most about getting the film they want as cheaply and conveniently as possible.

There are many interesting parallels for libraries. We have a strong brand, a loyal customer base, hundreds of millions of items in our collective inventory, loads of expertise and talent, and decades (if not centuries) of investment in bricks-and-mortar structures. We have also seen the rise of many online competitors in recent years, most prominently Google. Like Blockbuster, our internal constituency has not been blind to the advantages of networked technology but perhaps has focused too much on past strengths. We have thus invested heavily in a clicks-and-mortar solution. We've spent the last couple of decades sinking more resources into sunk costs by largely overlaying or augmenting legacy collections, services, skill sets, and buildings with electronic equivalents and tools.

Leave your baggage behind

Are we throwing good money after bad? Should we have been building the electronic library instead of—rather than on top of—the traditional library? For Blockbuster, the clicks-and-mortar approach meant spending lots of “money and time integrating an entirely new information-technology system into the one its stores already had,” a circumstance that will sound wearily familiar to

many librarians. (Ask anyone who has attempted to integrate an enterprise resource management module or a new discovery tool into an existing integrated library system.)

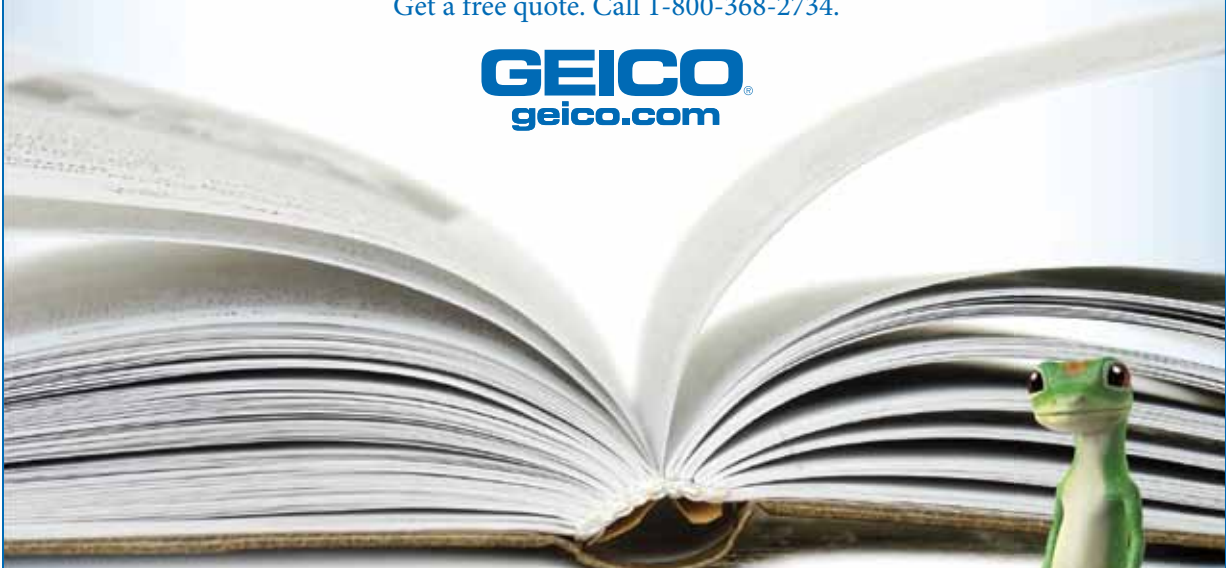
In the meantime, Netflix's focus was on “making its distribution system bigger and more efficient.” Of course, it had the advantage of a clean slate, which meant that it could more easily imagine and build a system unconstrained by a previous model. Netflix was not burdened by the need to support and retain a lot of practices, services, and structures that had once worked well. It had the freedom to focus exclusively on the needs and wants of consumers. In this process, technology itself was secondary, a means to an end. Customers were the point.

But Netflix does not have time to rest on its laurels either. The distribution model it has used so effectively is changing—evolving from a mail-order system where networked computers facilitate discovery and ordering to a fully automated system where streaming and downloadable video close the circle to form a fully net-enabled process. In these circumstances, an efficient snail-mail order operation will not suffice. The key to remaining competitive in the next round of this game would seem to be accurately anticipating what net-

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worked devices most people will watch videos on in the next few years, and then quickly building the pipelines necessary to feed product to those devices.

But guessing correctly, while important, is not really the key. What matters is responding to customer wants and needs in a timely and efficient manner, even at the expense of letting go of past practices and tools no matter how cherished or successful. A baggage-free focus on customers is what gave Netflix its original competitive advantage.

Innovating past the graveyard

It would behoove libraries to adopt a similar focus. A very simple formula is at work in determining satisfaction for most library users. If a patron comes to the library or logs in and finds what she wants, or a close approximation to it, she is happy. To the extent that she does not, she isn't.

Period.

Impressive buildings, glitzy web pages, fat acquisitions budgets, high volume counts (electronic, print, or both) are fine, but they are not the most important thing—which is simply whether or not the patron is able to locate the answer, fact, statistic, idea, or data set she needs—and the quicker and easier, the better.

Libraries used to score highly on this metric by owning a lot of things and keeping them close at hand. Now, more and more, they ring the user-satisfaction bell by connecting to a lot of things, regardless of where the items are, who owns them, what time of day it is, or where the patron is. The old, ownership-based system is akin to the just-in-case business model, where companies keep lots of stock on hand just in case someone needs a particular widget or gizmo. The new library should be based on the just-in-time model, where access and delivery networks are more important than vast quantities of nearby inventory.

Another lesson for libraries is that once content is delivered in a new medium, the old medium no longer matters—except for the purposes of preservation and historical scholarship. Game over for those who insist on blindly holding onto the old format in needlessly redundant storage facilities, especially if that facility is located on prime real estate. This is not to say that the old format does not need to be preserved. But not everyone needs to do so—far from it. There may have been a time when every Blockbuster store needed 12 VHS or DVD copies of *Top Gun*. No more. Similarly, we no longer need print runs of *The Most Important Journal in the Field of XYZ Studies* on every shelf of every library in the country. A few for preservation purposes are quite enough. Our customers want the content in the most convenient and efficient form possible.

The new library should be based on the just-in-time model, where access is more important than vast quantities of nearby inventory.

Of course libraries have other things to offer—spaces, for one, to which the same formula for satisfaction applies. If a patron comes to the library in search of a quiet study area, a room for group research, an environment conducive to intellectually stimulating social exchange, or space for inspiration and the freedom to think big thoughts and finds it, she is happy. If not, then not so much.

The extent to which we think of our libraries exclusively as warehouses for the protection and storage of physical objects is probably also the extent to which we also miss the mark in this regard. If we are to retain a meaningful bricks-and-mortar component to our services, we must deploy our spaces with the aim of delivering to our patrons the room they need when they need it, instead of vast storage areas, or—when we are able to escape the warehouse paradigm—inflexible, single-purpose areas that lie fallow for large periods of time. Our emphasis must be on flexible, multipurpose space that is available 24/7, or as close to that as possible. On this point we differ from Blockbuster, whose physical presence has become beside the point. We have spaces that our users want and need, and that can be useful to our

overall mission if deployed effectively and efficiently: what patrons want, when they want it.

Increasingly, libraries are engaging in additional activities, such as open-access initiatives and other publishing ventures to help counter the rising cost of commercial publications, and building learning commons and other forms of technology-rich spaces where users can capture and manipulate information into new products and forms of knowledge. However, the focus of our networked collections, spaces, and services should be to meet the needs and wants of users rather than maintaining the systems and structures we previously constructed to serve them. The computers and networks that link items and collections, the buildings that we inhabit, and the tools we offer are not primary to our purpose. Primary are the people who need and want these things. If we are going to sink costs somewhere, that is where we should sink them. If our focus shifts from serving individuals to tools, systems, and structures, the graveyard of obsolescence will beckon. ■



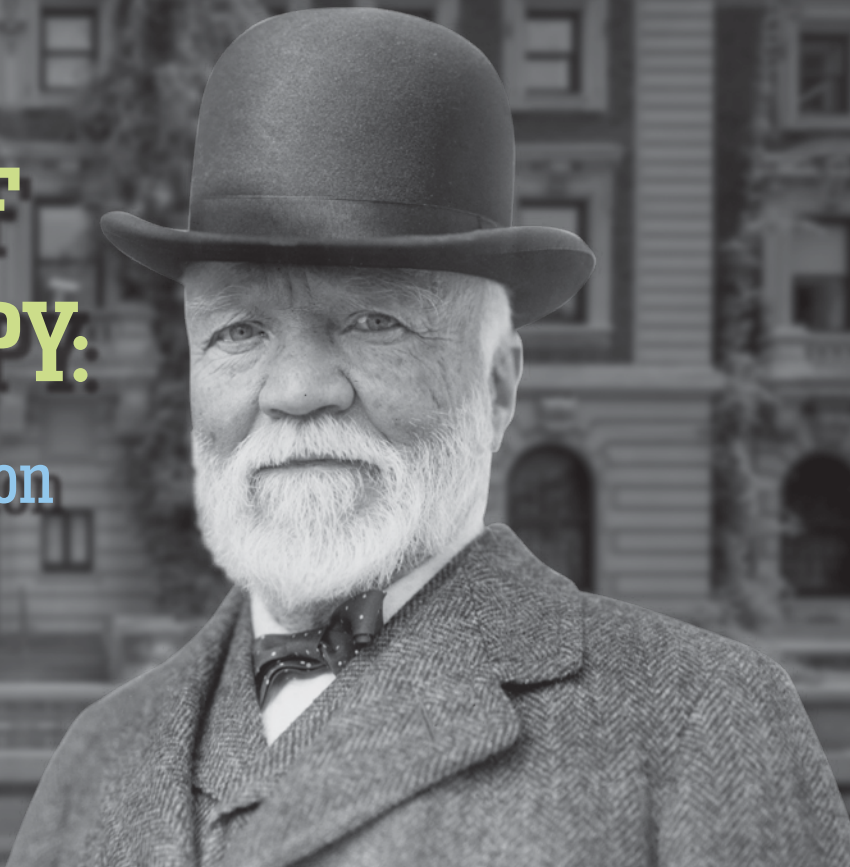
STEVEN ESCAR SMITH is dean of libraries at the University of Tennessee in Knoxville, and CARMELITA PICKETT is head of collection development and acquisitions services for Texas A&M University Libraries in College Station.

A CENTURY OF PHILANTHROPY:

Carnegie Corporation of New York

Strategic nurturing “to try to
make the world in some way
better than you found it”

by Karen Theroux



In 1911, Andrew Carnegie created his last and largest philanthropic institution, Carnegie Corporation of New York, to promote international peace and advance education and knowledge. While staying true to these goals, the foundation time and again has risen to the evolving challenges of the past 100 years.

The father of American philanthropy started out as a poor Scottish immigrant who then spent much of his adult life getting rich in the steel industry. In later life, he turned his attention to giving his fortune away, but not through random acts of charity: Carnegie developed the approach now known as “strategic philanthropy,” an organized system of providing financial support to carefully chosen projects to attain specific ends.

While others of his time made generous donations to various causes, Carnegie broke new ground with his assertion that the rich have a moral obligation to give away their fortunes. Today, people still quote his maxim, “The man who dies rich dies disgraced.” But he did not, in fact, consider it charity. He considered grantmaking an investment meant to bring about lasting, long-term results.

Of the more than 20 institutions he established, Carnegie Corporation has become one of the most enduring and iconic philanthropies. It can claim credit for such diverse achievements as establishing the Teachers Insurance and Annuity Association of America (now TIAA-CREF) to provide financial security for educators, funding the laboratory where insulin was discovered, and underwriting the

Brookings Institution. Corporation funds helped launch the *Chronicle of Higher Education*, National Public Radio, the Educational Testing Service, PBS’s *Nova*, and the Children’s Television Workshop, creator of *Sesame Street*. The corporation made possible the Children’s Defense Fund, the Jefferson Science Fellows, the Civic Mission of Schools, and the United Nations Peacebuilding Commission.

From backing organizations that fueled the civil rights and women’s movements in the United States and the anti-apartheid movement in South Africa, to the promotion of campaign reform and nuclear nonproliferation, the corporation’s history tells the story of some of the 20th century’s most important advancements in international affairs, education, and democracy. Over time, the corporation has developed an approach to grantmaking that emphasizes partnerships and catalytic funding—helping grantees launch critical projects and plan for long-term sustainability—setting standards other philanthropic institutions have adopted.

Carnegie believed people had a duty to “try to make the world in some way better than you found it.” Realizing that this duty would inevitably mean different things at different times, he gave his trustees the authority to change

policy as they saw fit, asserting that “they shall best conform to my wishes by using their own judgment.” Thus, Carnegie aimed high, but left room for future generations to figure out their own goals and strategies.

A love for learning

Andrew Carnegie’s name is deeply connected to the creation of libraries. From 1886 on, the corporation and its founder spent well over \$50 million on 1,681 public libraries in nearly as many communities across the United States, along with over 800 libraries in other parts of the world. Up until the early 1940s, the corporation spent an average of about \$830,000 per year enhancing public libraries and strengthening librarianship. Academic libraries have also received millions in support.

The love of libraries came early to Carnegie. He was working as a messenger boy in Pittsburgh when a Colonel James Anderson “announced that he would open his library of four hundred volumes to boys,” Carnegie wrote in his autobiography. “Books which it would have been impossible for me to obtain elsewhere were, by his wise generosity, placed within my reach; and to him I owe a taste for literature which I would not exchange for all the millions that were ever amassed by man.”

Although the corporation does not now have a U.S. library program per se, special-initiative grants still go to domestic public libraries—for instance, a \$4.5-million grant to New York City libraries in memory of the victims of the September 11 terrorist attacks. To recognize the vital role librarians play in their communities, Carnegie Corporation partners with the *New York Times* and the American Library Association in the “I Love My Librarian” awards. Thousands of patrons nominate their favorite librarians every year, and each of the 10 winners receives a \$5,000 prize. Overseas, libraries in Commonwealth sub-Saharan countries first received funding in 1928, and under current Carnegie Corporation President Vartan Gregorian, millions more have been invested in building and equipping public and university libraries in several other African countries.

On the world stage

The quest for peace was Andrew Carnegie’s constant preoccupation. Before founding the corporation with its peace-building mission, he supported the creation of the Peace Palace at The Hague and gave \$10 million to establish the Carnegie Endowment for International Peace. He tried futilely to stop World War I and called for the establishment of a “league of nations.” And although Carnegie did not live to see the creation of the United Nations, the corporation has actively supported the U.N. along with many other programs aimed at achieving lasting peace.

Shortly after World War II, the corporation helped establish the Russian Research Center at Harvard Univer-

sity to foster understanding of the Soviet Union, then an emerging world power. Years later, it helped create the Carnegie Moscow Center—the Russian branch of the Carnegie Endowment for International Peace—and continues to be a major funder of this center as well as those in Beijing, Beirut, and Brussels.

Following the collapse of the Soviet Union in the early 1990s, ongoing support for higher education in Russia and other post-Soviet states helped reduce brain drain during a critical time of societal transformation, while strengthening higher education in Russia. This work influenced the Russian government to invest substantially in universities with corporation-created Centers for Advanced Study and Education.

Working independently and with other funders, the corporation strives to strengthen understanding of Muslim communities and societies through its Islam Initiative, which builds on the Carnegie Scholars Program. From 2004 to 2009, the program awarded research, writing, and public-engagement grants on Islam-related themes to more than 100 American scholars.

As one of seven foundation members of the Partnership for Higher Education in Africa, established in 2000, the corporation has contributed to the group’s \$440-million investment in advancing higher education in sub-Saharan Africa and helping to revitalize some of the continent’s most prominent universities. Since libraries are indispensable for nurturing the next generation of African academics and leaders, funding has also been provided for state-of-the-art facilities, internet connectivity, and developing research commons and portals linking the libraries of six South African universities to each other and to the world. And over the past decade, eight modern public libraries equipped with the latest technology have been built, several in less-advantaged townships such as Khayelitsha in Cape Town, with the contribution of leveraged resources from South African governmental agencies.

This funding model, which requires communities to take responsibility for corporation-sponsored libraries, echoes Andrew Carnegie’s original funding scheme and brings the corporation’s work full circle. Gregorian calls libraries the “keepers of the DNA of our civilization.” In honor of the centennial, representatives of the corporation will attend the unveiling of four of these new libraries in South Africa, all built with local funding and Carnegie Corporation grants. ■



KAREN THEROUX is an editor/writer in the Carnegie Corporation’s Public Affairs department.

Scan this to read more about the work of the Carnegie Corporation.

Main Street Public Library

Study challenges traditional assumptions about libraries' roles in the community

by Wayne Wiegand



One day in the mid-1990s Doug Zweig and I were having lunch on the University of Wisconsin–Madison campus, where we both taught. I was contemplating a history of the small-town American public library, I told him, but wanted a fresh perspective.

Eighty percent of public library systems existed in towns of fewer than 25,000, I noted, and in the 20th century alone, thousands had served not only as destination places but had also circulated millions of books to citizens of all races and ethnicities—young and old, rich and poor, male and female. With few exceptions, however, we still knew little about the historical roles these ubiquitous civic institutions played in their host communities.

“Well, how about ‘library in the life of the user?’” Doug replied. He reminded me of his 1973 Syracuse University dissertation, in which he argued that librarians might profit by spending less time looking at the user in the life of the library, and more time looking at the library in the life of the user.

For me, that was a moment of epiphany. Library history had a tradition of focusing on the library and its administration, and most of my own research had followed that tradition.

“Superb suggestion,” I told Doug. By engaging in a history of small-town American public libraries from the perspective of users’ lives, I hoped to come up with a fresh way to assess the contributions libraries made to their host communities.

That was the genesis of my book, *Main Street Public Library: Community Places and Reading Spaces in the Rural Heartland, 1876–1956*, published by the University of Iowa Press in October.

The heartland yields discoveries

To contain the study chronologically, I decided to begin coverage in 1876, when the federal government published its first report on U.S. public libraries, and end with the Library Services Act in 1956, which for the first time provided federal funds for public library services through state library agencies.

To contain the study geographically, I decided to focus on public libraries in five small Midwest communities:

the Sage Library in Osage, Iowa; the Moore Library in Lexington, Michigan; the Morris (Ill.) Public Library; the Rhinelander (Wis.) Public Library; and the Bryant Library in Sauk Centre, Minnesota (birthplace of Sinclair Lewis, author of *Main Street* and a Bryant patron, which explains my title). All were within one day’s driving distance from Madison, all had retained trustee minutes and accessions books (the latter allowed me to build a database of library collections through 1970), and all had microfilmed local newspapers I could mine for mention of library activities.

The library-in-the-life-of-the-user perspective led me to two new scholarly areas. First, to understand more deeply why small-town library patrons took so seriously the popular fiction that over the decades consistently accounted for 65%–75% of circulation, I relied on the newer “history of the book” literature, perhaps best represented in the recently published five-volume *History of the Book in America*. That scholarship gave me a new vocabulary to explain how the act of reading stories helps construct communities, even if that reading is done in solitude.

It also demonstrated how communicative institutions (like public libraries) function through a variety of agencies, including “factual media” and “fictional media.” The latter, Jeffrey Alexander argues in *The Civil Sphere* (2006), “weave” civil society’s codes of behavior “into broad narratives and popular genres,” and create “long-lasting frames” for democratizing and antisocial processes alike, “even as they seem merely to be telling stories about people and life in an ahistorical and fictional way.”

Second, because primary-source data was showing me that residents in each of these towns used local libraries from their inception as community centers for a variety of purposes (including to “exchange social capital”), I decided to harness the public-sphere scholarship that specifically looks at public use of public places.

Over the next decade, I kept at the research between other tasks, and last year the University of Iowa Press accepted the study for publication. To pare the manuscript to Iowa requirements, however, I cut Morris from my coverage and published a revised version of that chapter in the Winter 2010 issue of the *Journal of Illinois History*. The project will also have other spinoffs. Because the collections database has such rich potential beyond what I was able to explore in the book, I asked 11 book history scholars to analyze the collections from multidisciplinary perspectives. Most essays will be published in the Spring 2012 issue of *Library Trends*; others will appear in disciplinary journals. (The research also inspired the “public library” birdhouse, modeled after the Sage Public Library and sold on the Home

Librarians might profit by spending less time looking at “the user in the life of the library,” and more time looking at the library in the life of the user.

Bazaar website, with part of the proceeds donated to cultural funds at ALA and Florida State University).

Value beyond “the library faith”

What conclusions does *Main Street Public Library* make about the roles these public libraries played in their host communities between 1876 and 1956? Analyzed from a life-of-the-user perspective, these Main Street public libraries became local agents, physical and figurative, through which their communities’ citizens—elite as well as common—accomplished two tasks essential for local harmony. First, the libraries provided public space to demonstrate and teach social behaviors and responsibilities acceptable to the community. Second, they provided literary space through collections and services that offered models for successful living, problem solving, and an orderly life at the same time they peacefully mediated a set of ever-shifting cultural values constantly influenced by inside and outside forces (including the professional library community).

Little in the primary-source data indicates that any of these communities established and supported their public libraries primarily to keep their local citizens informed so that political democracy could function. Admittedly, some of this occurred in the reading rooms frequented by retirees, the story hours visited by children, and the term papers researched by high-schoolers. But rarely in the history of these libraries did anything gleaned in these information-seeking practices show up later in public discourse on controversial political issues. Because local controversies covered in newspapers seldom cited library resources or programs, I conclude that the libraries I chose did not make many contributions to local critical debates. Instead, they served primarily as reading institutions for the dissemination of good books—with “good” largely defined through a process of mediation between those who selected the books and those who demanded them.

As a civic institution, the purpose and mission of the public libraries I studied was not primarily to supplement formal education, pursue a policy of “not censorship, but selection” (a phrase that has been repeated in library school foundation classes since Les Asheim introduced it into our professional vocabulary in 1953), or provide information considered essential to the marketplace or politics of democracy. Those were actually secondary, and because the public library is a civic institution that local citizens did not have to patronize, these goals were regularly and necessarily compromised, despite professional rhetoric. Rather, their primary purpose and mission, as

crafted by generations of local leaders and users, was to foster the kinds of social harmony that community spaces and stories—shared and experienced—provide.

Thus, *Main Street Public Library* challenges traditional assumptions about the American public library and the roles it plays in its community. Conventional thinking and professional rhetoric grounded in a user-in-the-life-of-the-library perspective identify the public library as a neutral agency essential to democracy because, we’ve convinced ourselves, it guards against censorship and makes vital information accessible to all. For the past century this belief has been referred to as “the library faith.” My book argues that the small-town American public library has indeed been essential to its local community, but for reasons significantly different from those articulated by the library faith.

As I wound up the project, I visited the five libraries one last time. My research had already proved that the introduction of pre-1956 communications technologies (silent movies before 1910, radio in the 1920s, talkies in the 1930s, and TV in the 1950s) had not affected patron

We’ve convinced ourselves that public libraries are a neutral agency essential to democracy. My book argues they are essential, but for different reasons.

desire for stories, evident in the circulation of popular fiction. By factoring in the newer forms these stories take in 21st-century media (CDs, DVDs, e-books, etc.), statistics on circulation demonstrate that all five institutions were busier in 2008 than 1956. Yes, all provided internet access that is heavily used by local patrons, but besides supplying vital information essential to democracy (as the library faith would

have it) these Main Street public libraries still functioned primarily as active agencies peacefully mediating local cultural and literary values, supplying patron-driven fictional media, and providing public space—all of which over the generations enabled these communities to weave a socially harmonious fabric that their libraries helped craft and then put on public display.

Doug was right. My study profited much from a library-in-the-life-of-the-user perspective, so much so that I’m taking lessons learned into an even more comprehensive analysis of this ubiquitous institution, for which I received a 2008–2009 NEH Fellowship. I have already decided to subtitle the book *A People’s History of the American Public Library*. ■



WAYNE WIEGAND is F. William Summers Professor of Library and Information Studies Emeritus at Florida State University in Tallahassee, president of the FSU Friends of Libraries, and director of the Florida Book Awards.

Attention School Librarians

Nominate your humanities programs from the 2010-2011 school year for the 2012 **Sara Jaffarian School Library Program Award for Exemplary Humanities Programming.**

Awarded annually, the Sara Jaffarian Award recognizes a school library or media center serving children in grades K-8 that conducted an excellent humanities program during the prior school year. The selected program will receive:

- \$4,000 cash award
- plaque to be awarded at the 2012 ALA Annual Conference in Anaheim
- promotion of the program as a model for other school libraries on ProgrammingLibrarian.org.

The nominated humanities program can be focused in many subject areas, including, but not limited to, social studies, poetry, drama, art, music, language arts, foreign language, and culture. This includes programs supported by ALA grants such as the *We the People* Bookshelf on "A More Perfect Union."

Applications are now being accepted! Nominate your program from the 2010-2011 school year by **December 15, 2011.**

For more information or to download an application, visit **www.ala.org/jaffarianaward**.

Sponsored by the American Library Association Cultural Communities Fund and the National Endowment for the Humanities in cooperation with the American Association of School Librarians.

ALA American Library Association





ALA Award Winners Standing at the Pinnacle

The individuals and libraries shown here have been singled out by their peers for their extraordinary achievements. These are the highest and most prestigious awards given by the American Library Association, but they are only a handful of the 200-plus awards presented annually by ALA, its divisions, round tables, offices, and other units. Meet more winners at ala.org.

Yohannes Gebregeorgis

ALA Honorary Membership, the Association's highest honor, 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 entire profession. Honorary members are elected for life by vote of ALA Council upon recommendation of the ALA Executive Board.

Yohannes Gebregeorgis, founder and executive director of Ethiopia Reads, fled his native homeland for the United States as a political refugee. He put himself through college and obtained a graduate degree in library and information science. It wasn't until he became a children's librarian at San Francisco Public Library that he realized what the children of his native homeland were missing. Gebregeorgis returned to Ethiopia with 15,000 books, most of them donated by SFPL, and opened the Shola Children's Library on the first floor of his home. He is the author of *Silly Mamma*, the first bilingual Amharic-English children's book, and was selected as one of CNN's Top 10 Heroes in 2008.



LONGSTANDING MEMBER/LEADER

Dean emerita at the University of New Mexico and Colorado State University, Camila Alire served as president of ALA and launched the Family Literacy Focus, an initiative to encourage families in ethnically diverse communities to read and learn together. She was president of the Association of College and Research Libraries and ALA's affiliate Reforma: the National Association to Promote Library and Information Services to the Spanish-Speaking. Alire is also professor of practice in the Simmons College doctoral program in managerial leadership and taught at the University of Denver's LIS program.



Camila Alire

Joseph W. Lippincott Award of \$1,000 for outstanding participation in professional library activities, notably published professional writing or other significant activities on behalf of the profession.

Donor: Joseph W. Lippincott III.

TRANSFORMATIONAL LEADER

Deanna B. Marcum

Melvil Dewey Medal and \$2,000 for creative professional achievement in library management, training, cataloging and classification, and the tools and techniques of librarianship.

Donor: OCLC/Forest Press.

Deanna B. Marcum, associate librarian for library services at the Library of Congress in Washington, D.C., was fêted for her "transformational leadership in cataloging and classification, most notably the creation of the Working Group on the Future of Bibliographic Control; her creative leadership as president of the Council on Library and Information Resources; and her vision of libraries as part of an international, interconnected, interdependent web of cultural-heritage organizations."



YOUTH PROGRAMMING DEVOTEE



Sol M. Hirsch, director of the Alachua County (Fla.) Library District, was integral to the creation of The Library Partnership in 2009, a one-stop center offering social services and a full-service library under one roof; spearheaded the Snuggle-Up Centers at

each of the library's 11 locations; supported the library district's High School Intern Program; and served as a founding member of the Alachua County Children's Alliance, an organization of community leaders.

Sol M. Hirsch

The Sullivan Award for Public Library Administrators Supporting Services to Children is given to an individual who has shown exceptional understanding and support for public library service to children while having general management, supervisory, or administrative responsibility that has included public service for children in its scope.

Donor: Peggy Sullivan.

EFFECTIVE ADVOCATE

Wendy Newman

The Ken Haycock Award for Promoting Librarianship of \$1,000 honors an individual for contributing significantly to the public recognition and appreciation of librarianship through professional performance, teaching, and/or writing.

Donor: Ken Haycock.



DIVERSITY PROMOTER

Joan R. Giesecke, dean of libraries at the University of Nebraska–Lincoln, was recognized for her vision, leadership, energy, research, presentations, and mentoring to increase gender and racial diversity among librarians at UNL and elsewhere in the profession and the higher education community. Diversity among library staff at UNL increased from 2% in 2000 to 12% in 2010. Among her professional activities in support of diversity is her longstanding membership on the Association of Research Libraries' Diversity Committee.

Joan R. Giesecke

Equality Award of \$1,000 for an outstanding contribution that promotes equality in the library profession.

Donor: Scarecrow Press.



A senior fellow on the Faculty of Information Studies at the University of Toronto and past president of the Canadian Library Association, Wendy Newman has had a distinguished career as a librarian, library administrator, and practitioner-educator. Over the course of several decades, Newman has served on numerous "expert groups" that provided guidance on critical information policies and raised awareness of the importance of librarianship and its associated skills.

St. Charles (Mo.) City-County Library District

Gale Cengage Learning Financial Development Award of \$2,500 is presented to a library organization for financial development to secure new funding sources for a public or academic library.

Donor: Gale Cengage Learning.

The Imagine campaign at St. Charles (Mo.) City-County Library District was created in 2009 with the goal of raising \$25,000 from donors to benefit programming in community outreach and services. By creating collaborative partnerships, the library district was able to use the proceeds to create 2,000 Early Literacy Kits for distribution to local social service agencies and school districts' kindergarten and preschool programs.



Lucy Lockley, collection development manager, and Keri Cascio and Asia Gross, branch managers.



Lars Leon, head of resource sharing, and Lorraine Haricombe, dean.

University of Kansas Center for Research/ University of Kansas Libraries, Lawrence

H. W. Wilson Staff Development Grant of \$3,500 to a library organization for a program to further its staff development goals and objectives.

Donor: H. W. Wilson Company.

The proposal "Enhancing Service and Engagement Through Understanding Staff Strengths: Individuals, Teams, and the Organization," from the University of Kansas Center for Research and the University of Kansas Libraries, was cited, among other things, for developing a comprehensive program to help staff members understand, implement, and assess their individual strengths and for planning a process to more effectively align the strengths of members of the staff with the work in which they are engaged.

TEACHER TRAINER

Lesley Farmer

Beta Phi Mu Award of \$1,000 for distinguished service to education in librarianship.

Donor: Beta Phi Mu International Honor Society.



Lesley Farmer, professor of librarianship at California State University, Long Beach, was recognized for her work preparing students to become teacher-librarians. She helped to develop the California State Library Standards that now serve as the basis for a statewide library curriculum. Farmer also serves on the steering committee to update teacher-librarian program standards.

FREE SPEECH ADVOCATE

Christopher M. Finan, president of the American Booksellers Foundation for Free Expression (ABFFE), longtime member of the Media Coalition, and member and chair of the board of the National Coalition Against Censorship, was honored for his distinguished career in both study



and activism on behalf of the freedom to read. As ABFFE president and a member of a number of free speech advocacy groups, he has worked on a host of First Amendment issues and has been particularly active in fighting state harmful-to-minors statutes and as an advocate for the role of the bookseller as a partner with libraries, users, and publishers. Finan has been a leader in the efforts to amend the USA Patriot Act. Recently he has worked with ALA and brought in new partners to expand the influence and scope of Banned Books Week nationwide.

Christopher M. Finan

The Freedom to Read Foundation Roll of Honor Award recognizes individuals who have contributed substantially to the foundation through adherence to its principles and/or substantial monetary support.

Sponsor: Freedom to Read Foundation.

ONE-MAN YOUTH ADVOCATE

Burnsville (Miss.) Public Library



Robert Forbes, librarian of Burnsville (Miss.) Public Library

Marshall Cavendish Excellence in Library Programming Award of \$2,000 to a school or public library that demonstrates excellence in library programming by providing programs that have community impact and respond to community needs.

Donor: Marshall Cavendish.

Burnsville (Miss.) Public Library was honored for its model aircraft program, ALOFT: A Learning Opportunity—Flight Technology, and its instructional program to raise awareness of common ruses used by child abductors, SAFE: Stop Abductions Forever. Robert Forbes, the lone librarian, assisted by part-time staff, spearheaded the programs. A Mike Monroney Aeronautical Institute FAA-certified instructor, Forbes also taught the ALOFT sessions.

CUSTOMER TRENDSETTER

Orange County (Fla.) Library System's Technology and Education Center was acknowledged for its offering of 1,200 technology classes each month at 15 locations. Nearly 50,000 patrons participated in the technology training programs for those seeking jobs, classes for small business owners, and life-skill enhancement classes—all offered in English, Spanish, and Haitian-Creole. The courses were offered in traditional classrooms as well as virtually, live, and online.



Mary Anne Hodel, director, Orange County (Fla.) Library System

Orange County (Fla.) Library System

ALA/Information Today Library of the Future Award of \$1,500 is presented to an individual, library consortium, group of librarians, or support organization for innovative planning, application, or development of patron training programs about information technology in a library setting.

Donor: Information Today, Inc.

Schneider Family Book Awards

The Schneider Family Book Awards of \$5,000 honor authors or illustrators for books that embody an artistic expression of the disability experience for child and adolescent audiences. Recipients are selected in three categories: birth through grade school (0–10), middle school (age 11–13), and teens (age 13–18).

Donor: Katherine Schneider.

The *Pirate of Kindergarten*, the young children’s award recipient, is a story about Ginny, who wears an eye patch that turns her into the pirate of kindergarten and glasses that help bring her world into focus. The middle school title, *After Ever After*, is about Jeffrey and Tad, who are coping with their “chemo-brain,” other cancer effects, and typical 8th-grade angst. *Five Flavors of Dumb*, the teen book winner, is about Piper, a high school senior who is deaf but volunteers to manage a disparate group of would-be musicians.

(Top) Illustrator Lynne Avril and writer George Ella Lyon, *The Pirate of Kindergarten* (Atheneum Books); Jordan Sonnenblick, *After Ever After* (Scholastic); Antony John, *Five Flavors of Dumb* (Penguin).



Greenwood Publishing Group Award for the Best Book in Library Literature

Greenwood Publishing Group Award for the Best Book in Library Literature of \$5,000 for a publication that helps library professionals in the areas of management principles and practice, understanding and application of new techniques, or furthering the education of librarians or other information professionals.

Donor: Greenwood Publishing Group.



Ellyssa Kroski, *The Tech Set* (Neal-Schuman)

Envisioned, created, and edited by Ellyssa Kroski, *The Tech Set* uses a creative, innovative approach with both printed books and links to online resources that gives readers the opportunity to interact with each other and the authors on current and ever-changing technology topics. Kroski is emerging technologies and web services librarian at Barnard College Library in New York City.

W. Y. Boyd Literary Award

W. Y. Boyd Literary Award of \$5,000 presented to the author of a military novel that honors the service of American veterans during a time of war.

Donor: W. Y. Boyd II.



Karl Marlantes, *Matterhorn: A Novel of the Vietnam War* (Atlantic Monthly Press)

Karl Marlantes’s novel is a firsthand account of the trials and tribulations of Marine Second Lieutenant Waino Mellas and his comrades of Bravo Company. Written over the course of 30 years, the book was cathartic for Marlantes, a highly decorated Vietnam Marine veteran, allowing him to cope with the wounds of combat.

Emerging Leaders: Pointing to the Future

Participants gain experience through Association projects

Newcomers to the profession are getting a boost toward leadership, thanks to ALA's Emerging Leaders program. Emerging Leaders aims to put participants on the fast track to ALA and professional leadership by offering learning, networking, and volunteer opportunities.

The program, which was launched in 2007 as one of Leslie Burger's presidential initiatives, is limited to librarians at the beginning of their careers. Participation is open to librarians under 35 or who have fewer than five years of experience in a professional or paraprofessional library position.

It begins each year with a daylong session during Midwinter, and concludes with a similar session at Annual. In the six months between, the Emerging Leaders network online through the group's Facebook page and ALA Connect, and attend webinars. "We added two webinars last year in response to feedback from Emerging Leaders that they wanted more information on leadership and ALA," said Peter Bromberg, assistant director of Princeton (N.J.) Public Library and a facilitator of the Emerging Leaders program for several years.

The program also has tangible results. The Emerging Leaders divide



Emerging Leaders showed off their projects at a well-attended poster session at Annual.

into small teams of about five, and between Midwinter and Annual, each team takes on a project for one of the Association's divisions, offices, round tables, committees, or interest groups. Each of the teams presents its results at a poster session after the Emerging Leaders programming at Annual.

Projects for 2011

This year's Team E conducted a survey of Money Smart Week @ your library, a new partnership between the Federal Reserve Bank of Chicago

and ALA to expand the 10-year-old Money Smart Week program nationally. The team found that Money Smart Week programs were appreciated by participants, but that individual programs often needed more promotion. "One of the most heartening things that I've seen from this survey was that almost every library that wanted a partner in the community found a partner in the community," said team member Mandy Knapp, an adult services librarian at Worthington Libraries in Columbus, Ohio. "There are resources out

there for libraries; it's just a matter of looking in your community and finding them."

"It's a really great program, and I'm really glad I got on this project," added team member Keith Hanson, youth services librarian at Columbus Metropolitan Library's South High branch. "It's going to be put to use in Ohio."

Building on last year's "Mapping ALA" project, Team J developed a visual timeline of ALA deadlines using a Drupal module. "We created this timeline tool that you can scroll through manually, and you can click on data points that will pop up with more information, as well as contact information and links," said Tiffany Mair, project assistant for Capitol Impact. Team J's timeline is currently available online at jaguars.andromedayelton.com, but Mair said that the group hopes that it will have a home on ALA's website when it migrates to Drupal.

Team F also built on an existing program, Libraries Build Communities. They were charged with expanding the annual volunteer day to a program that runs throughout the year, connecting librarian volunteers with projects that need them whenever and for however long they are available. "What we want to do is start it at the state chapter level and do some pilots there, and work up to getting it all on the national level," said team member Easter DiGangi, customer order representative at Demco. Under this model, state chapters would serve as a clearinghouse for volunteer opportunities.

"We've developed another project description, and we hope the next class will pick up from where we left off," DiGangi said, adding that the team anticipates its work being continued by future Emerging Leaders. "We want to be available to the next class as mentors or advisors."

Team D worked with ALCTS to

improve the promotion Preservation Week. "We contacted some of the consortia and asked them to put information in their newsletters, and that was helpful," said team member Cynthia Wilson, information search specialist for Thomson Reuters. "We also got administrative capabilities for the Facebook page that ALCTS had for Preservation Week and were able to post more information on that page."

Team I's project analyzed usability issues in library websites. "Libraries are notorious for having absolutely horrendous front-ends to very expensive databases and catalogs," said Casey Schacher, emerging technologies librarian at Coastal Carolina University in Conway, South Carolina. "We identified the major usability issues in all type-of-library websites and reported on them so that libraries would have a better chance of correcting them." Clutter, jargon, and needless animations are all prevalent issues, according to the team's full report, "The Seven Deadliest Sins of Library Website Design," which is available at connect.ala.org/files/83878/sinsslideshowfinal_pdf_19244_pdf_11729.pdf.

All of this year's Emerging Leaders projects are available at connect.ala.org/node/145237.

Selecting the class

Up to 75 Emerging Leaders are selected each year. Each applicant provides a personal statement for the selection committee to evaluate. Additional criteria include evidence of leadership potential, critical thinking skills, dedication to professional development, and a forward-thinking orientation.

The committee also seeks balance across a variety of demographics, including geography, ethnicity, and type of library. "We've found that the greater the mix, the richer the cohort experience," Bromberg said.

2011 EMERGING LEADERS PROJECTS

- **Team A:** Promoting Learning4Life
- **Team B:** ACRL 101
- **Team C:** Improving Poster Sessions
- **Team D:** Promoting Preservation Week
- **Team E:** Money Smart Week
- **Team F:** Librarians Build Communities
- **Team G:** Videogame Collection Development
- **Team H:** Marketing IRRT
- **Team I:** Website Usability
- **Team J:** ALA Deadlines
- **Team K:** Staff Development Day
- **Team L:** Webinar Learning
- **Team M:** Branding LITA
- **Team N:** Leading with LLAMA
- **Team O:** PLA 2012
- **Team P:** Project Visualize

Those selected as Emerging Leaders must commit to participate fully in the program through attendance at Midwinter and Annual and virtual work between conferences, and to serve ALA or a state or local professional library organization upon completion of the program. ■

—Greg Landgraf



Scan this code to watch a video of some of the 2011 class of Emerging Leaders talking about their projects.

Currents

- August 3 **Lin Anderson** retired as children's librarian of the Amelia S. Givin Free Library in Mt. Holly Springs, Pennsylvania.
- September 6 **Rick Ashton** became director of Downers Grove (Ill.) Library.
- August 1 **Anne Baker** became librarian of the Captain James A. Lovell Federal Health Care Center in North Chicago, Illinois.
- August 1 **Dana Barber** was promoted to associate director of the Margaret R. Grundy Memorial Library in Bristol, Pennsylvania.
- August 1 **Jean Bauer** became digital humanities librarian at Brown University's Center for Digital Scholarship in Providence, Rhode Island.
- In August **Marion Eleanor Benesch** retired as children's librarian at La Grange Park (Ill.) Public Library.
- August 31 **Jean Berg** retired as director of the Barry-Lawrence Regional Library in Monett, Missouri.
- August 5 **H. Austin Booth** was named vice provost for University Libraries at the University at Buffalo, New York.
- In September **Christopher Bowen** retired as director of Downers Grove (Ill.) Library.
- August 15 **Jennifer Brown** became librarian at the Newbury (Mass.) Elementary School.
- **Vicki Buita** was appointed manager of library services at the Daleville (Ind.) Community Library August 15.
- September 19 **Sheila Collins** became director



Dana Barber



Adriene Lim



Carlton Sears



Cindy Woodruff

of the William P. Faust Westland (Mich.) Public Library.

- August 1 **Pamela Davenport** became network consultant for the National Library Service for the Blind and Physically Handicapped at the Library of Congress in Washington, D.C.
- In August **Nancy Giere** retired as librarian of the Northport branch of Fargo (N. Dak.) Public Library.
- In August **Heidi Grant** became head librarian of the Nashua (N.H.) School District.
- In August **Randy Gue** was appointed curator of modern political and historical collections at the Manuscript, Archives, and Rare Book Library of Emory University in Atlanta.
- In August **Rebecca Guenther** retired as senior networking and standards specialist for the Library of Congress in Washington, D.C.
- **James Horan** retired August 31 as children's librarian at Hackley (Mich.) Public Library.
- August 1 **Clara Hudson** became support services manager at Virginia Beach (Va.) Public Library.
- August 8 **Kate Jarboe** became adult services librarian at Round Rock (Tex.) Public Library.
- August 16 Brooklyn (N.Y.) Public Library named **Linda E. Johnson** president and chief executive officer.
- **Laura Laspee** became director of Clymer Library in Pocono Pines, Pennsylvania, September 12.
- August 15 **Adriene Lim** became dean of University Libraries at Oakland University in Rochester, Michigan.
- In August **Steven Lin** retired as head librarian of the American Samoa Community College in Pago Pago.
- In October **Sandra Long** retires as director of Scranton Memorial Library in Madison, Connecticut.
- January 1, 2012, **Jennifer McKell** will retire as director of Chillicothe and Ross County (Ohio) Public Library.
- August 1 **Gina Milburn** became director of the Barry-Lawrence Regional Library in Monett, Missouri.
- August 31 **Sharon Noerenberg** retired as head librarian of Winsted (Minn.) Public Library.

CITED

- **Tim Blevins**, manager of special collections for the Pikes Peak Library District in Colorado Springs, has won the National Genealogical Society's 2011 P. William Filby Award for Genealogical Research.
- **Lynne Marie Thomas**, head of rare books/special collections at Northern Illinois University in DeKalb Illinois, along with her coeditor, Tara O'Shea of Mad Norwegian, is the recipient of the 2011 Hugo Award for Best Related Work for *Chicks Dig Time Lords: A Celebration of Doctor Who by the Women Who Love It*.

- In August **Linda Phillips** retired as professor and associate dean at the University of Tennessee, Knoxville, Libraries and was appointed professor emerita.
- In September **Eva Raby** retires as executive director of the Jewish Public Library in Montreal.
- In July **Sheridan Richey** was appointed vice president of product management at SirsiDynix.
- August 8 **Donna Ross** was appointed director of the Hobson City (Ala.) Public Library.
- Effective March 30, 2012, **Carlton Sears** will retire as director of the Public Library of Youngstown and Mahoning County, Ohio.
- September 1 **Erik Surber** became director of Waukee (Iowa) Public Library.
- August 29 **Betsy Wald** was appointed director of the Glen Rock (N.J.) Public Library.
- August 1 **Donald Wathen** retired as director of Henderson County (Ky.) Public Library.
- In July **Richard Hume Werking** retired from the Nimitz Library at the U.S. Naval Academy in Annapolis, Maryland, where he served for 20 years as library director and professor of history.
- September 1 **Kate Wittenberg** was appointed managing director of Portico, a digital preservation service provided by Ithaka.
- August 22 **Cindy**

OBITUARIES

- **Barbara Jeanne Brown**, 69, university librarian at Washington and Lee University in Lexington, Virginia, from 1985–2003, died August 27.
- **Elizabeth Burnette**, 47, died August 9. For the past 10 years Burnette was head of the content licensing and acquisitions department at North Carolina State University in Raleigh. She previously worked for the United States Court of Appeals for the Third Circuit Library in Philadelphia.
- **Leo I. Chang**, 83, died August 24. Chang worked at the Public Library of Youngstown and Mahoning County in Ohio from 1954–1966. Then he became professor of Chinese languages and librarian at Earlham College in Richmond, Indiana, until his retirement in 1998.
- **Dorothy Boone Dismuke**, 80, former reference librarian at the Oak Ridge (Tenn.) Public Library from 1967–1987, died August 11.
- **Mary Lucille Fines**, 95, former librarian at Anaconda (Mont.) High School, died July 25.
- **Richard Hupman**, 98, librarian of the U.S. Senate until his retirement in 1973 and a member of the Law Librarians Society of Washington, D.C., died July 26.
- **Melzetta P. Laws**, 90, died due to respiratory failure August 2. Laws was manager of the Dogwood Branch Library of the Atlanta-Fulton Public Library from 1965 until her retirement in 1993.
- **Marie Marsh**, 101, who served as director of MacDonald Public Library in New Baltimore, Michigan, for 41 years, died August 16. Marsh was the library's first and longest-serving librarian, collecting books door-to-door in 1941 to start the collection.
- **Velma June Butler McKnight**, 70, who had worked as a management librarian at San Diego Public Library, died July 28.
- **Frances Morrison**, 92, died August 14. Morrison served as children's librarian, head of reference, assistant chief librarian, and eventually chief librarian of Saskatoon Public Library in Saskatchewan, Canada, until her retirement in 1980.
- **Stella Reed**, 90, died of respiratory complications July 25. Reed served as children's librarian at the Cherrydale, Central, and Aurora branches of Arlington (Va.) Public Library and the Duncan branch of Alexandria (Va.) City Library from the 1960s until her retirement in 1985.
- **Letitia Reigle**, 59, died of cancer August 4. Reigle served in the Dewey Section (and its predecessor, the Decimal Classification Division) of the Library of Congress's U.S. General Division for the last 35 years.
- **Corey Salazar**, 32, died of brain cancer August 5. Since 2004, Corey had served as a librarian at Cabrini College in Philadelphia.

Woodruff became youth services librarian at Laurel (Del.) Public Library.

■ Effective in October, **Bruce Ziegman** will retire as executive director of Fort Vancouver Re-

gional Library District in Washington.

At ALA

■ August 30 **John Chrastka** left ALA as director of membership

development.

■ August 5 **Darlena Davis** left ALA as program coordinator for the Office for Human Resource Development and Recruitment. ■

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

The Lowdown on STEM

A formula for luring teens toward science and math

by Linda W. Braun

Ed. note: This is the first in a series of guest columns on an aspect of youth services.

Every week I have at least one conversation about how schools and libraries are working to support STEM: science, technology, engineering, and mathematics teaching and learning. I've discovered that some librarians are struggling to figure out what their role should be in the STEM universe. What follows are a few pointers.

In the mid-2000s, STEM gained prominence when Congress made it a focal point of education initiatives that U.S. schools seek to improve science, technology, engineering, and math teaching and learning. In 2011, the America Competes Act was reauthorized and promoted by the White House as ensuring "we are training the next generation of innovative thinkers and doers."

One outcome of this federal focus is the availability of funding for projects that support science, technology, engineering, and math education. This includes funding from organizations such as the National Science Founda-

tion and the Institute of Museum and Library Services, and businesses such as Intel. Information on many of the grant projects is available at granting institutions' websites or at stemgrants.com. With the great variety of funding available, youth librarians have a good shot at finding a funding source just right for a teen project in development or on their library's wish list. The secret is to spend a bit of time researching what's possible and thinking about your own initiatives.

Once teen librarians are aware of what STEM is all about, it's possible to join conversations among educational institutions in your community and articulate the role the library can play. Sometimes that role will be through materials, sometimes through curated resources and classes, and sometimes through out-of-school programs. For example:

- **Classroom connections:** Analyze your collection for the resources and programs which can support STEM, and remember it doesn't have to be just the math or science curriculum that you want to support. Make connections via other subjects as well, such as history or language arts. Maybe there's a fiction title with a scientific connection or a biography of someone involved in STEM-related work.

- **Content curating:** How can you help organize content available

through the library within a STEM context? Maybe it's creating a web-based LibGuide or LiveBinder. Or, perhaps it's via Scoop.it. Consider

Teen librarians can help inspire the next generation of innovative thinkers.



the possibilities and make it easy for teens and teachers to access the best of what you have available for STEM-related learning.

- **Out-of-school-time programs:** If you put your mind to it, you'll discover numerous STEM connections for your out-of-school-time programming. Gaming sessions, candy sushi projects, digital content creation—all can have a relationship to STEM. Whenever you develop a new program, think about potential STEM associations and highlight them when you talk with teachers, administrators, and parents.

- **Marketing:** Don't forget to consider how you can position your programs and services within the STEM context. By doing this, you'll let people in the community know you are well aware of this key educational focus and help them to start thinking of teen librarians as aware of, involved with, and keeping up on current issues in the education world. ■

LINDA W. BRAUN is an educational technology consultant for LEO: Librarians and Educators Online and a past president of ALA's Young Adult Library Services Association.



Scan this to read more about opportunities to fund STEM education activities at your library.

LEARN MORE

- The PDF document *Stem Libraries: Supporting STEM Studies in Secondary School Public Libraries*.
- The STEM tag at the KQED Mindshift Blog.

Broadcast Collaboration

A look inside the NPR library

by Brian Mathews

“Remind me how to pronounce Eyjafjallajökull?” “What music should I play for a piece about polar bears?” “David Hasselhoff—singing at the fall of the Berlin Wall. Can you find tape?”

Welcome to a typical day at the National Public Radio library in Washington, D.C., where over 10,000 such requests come in each year. From fact-checking and pronunciation to background music, audio clips, and transcripts, the library helps deliver the news.

While there are some print books, serials, and access to numerous commercial databases, the bulk of NPR’s collection consists of its audio archive. Over 40 years of audio, including NPR news programs, speeches, commercials, television show clips, and other historical and pop-culture references, is stored on reel-to-reel tapes and CDs.

Laura Soto-Barra is the senior librarian, overseeing a staff of 17-plus interns. She helped to create a cohesive identity for the library by blending the previously separate reference services and broadcast library, and by forming a team of researchers, digital and broadcast technologists, project managers, taxonomists, indexers, editors, trainers, and strategists.

“My job is to lobby for my staff,” Soto-Barra says. “I make sure people are aware that we can help them.” Spending much of her time in meetings and talking with staff at all lev-

els, she is constantly reaching out. “I’m always volunteering how we can assist with whatever topic is pitched, offering research and staff hours or any additional help for projects.”

One way the library anticipates the needs of its users is an internal wiki that provides information on potential stories such as anniversaries, upcoming political meetings, and cultural events. For example, with the arrival of hurricane season, library researchers pull together background files, including storm names, damage records, financial impacts, and previous NPR stories.

Librarians constantly monitor hot topics. Several have their desks located in newsrooms throughout the building, placing them in the middle of the action. Being embedded allows the librarians to be involved with planning and production. “When you sit with reporters and work on a deadline together, it makes you part of the team,” Soto-Barra explains. But colocating librarians close to their users is just one way to collaborate; librarians also collaborate with NPR developers on digital projects.

Perhaps the greatest challenge facing the library is the upcoming move of NPR headquarters in 2013. The library is tasked with abandoning all physical formats in its new space. Everything—including

130,000 hours of audio programming—must be converted into digital formats.

Another strategic project is Artemis, a digital asset management system that will enhance search and retrieval by capturing NPR’s archival data model. This project will bring efficiencies to content production

workflow and eliminate physical formats by implementing a “born digital” archival workflow for NPR programming. The library team also created scripts

to pull metadata from transcripts to create shell catalog records, almost a million of which are migrating into the system. This is a source of pride for the librarians, who have leveraged open source solutions and industry standards to enable innovation and create new partnerships in NPR and in public media organizations. It is expected that Artemis will greatly improve workflow and enable librarians to focus more on content curation, taxonomy development, and other projects. Soto-Barra also envisions future access and sharing of archival material with hundreds of local NPR stations around the country. ■



The bulk of NPR’s collection is its over 40 years of audio, stored on reel-to-reel tapes and CDs.

BRIAN MATHEWS is assistant university librarian at the University of California in 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

Manage best with best practices

by Karen Muller

This month we're examining the library literature for tips on how to manage our libraries better. Improvements may come from analyzing each step of a task and its impact on the bottom line, or from incorporating new standards and practices consistent with the diversity of materials now part of our collections.

Pay Attention to Standards

With RDA implementation looming, understanding how cataloging is changing into discovery services will be aided greatly by the essays gathered by Rebecca L. Lubas, the editor of *Practical Strategies for Cataloging Departments*. The essayists provide insights into how the standards have evolved from just one or two to a plethora of interlocking standards for description, metadata application, format, and communication. They also stress the importance of training and collaboration across library departments to make the discovery tools work for library users.

INDEXED. LIBRARIES UNLIMITED. 117 P. \$45, PBK, 978-1-59884-492-4.

Get Funding

Librarian's Handbook for Seeking, Writing, and Managing Grants, by Sylvia D. Hall-Ellis, Stacey L. Bowers, Christopher Hudson, Joanne Patrick, and Claire Williamson, is just that—a handbook. Stressing that grant-seeking is a continuous, sometimes iterative process, the authors provide guidance, recommen-

dations, forms, and checklists for the key phases of planning, writing, implementation, reporting, and evaluation. Includes sample forms, bibliographies, and a glossary.

INDEXED. LIBRARIES UNLIMITED. 313 P. \$50, PBK, 978-1-59158-870-2.

Improve Service

Continuous improvement is achieved by looking at a process in

detail, and revising it so that the parts that don't add value are eliminated. *Lean Library Management: 11 Strategies for Reducing Costs and Improving Services*, by John J. Huber, starts with descriptions of the strategies and what they mean for an organization seeking to be more efficient in serving the customer well. Huber then applies the principles to common library operations

NEW FROM ALA

With over 11 million articles and loans moving through the cooperative resource sharing processes of libraries each year, this updating of the *Interlibrary Loan Practices Handbook* is welcome. In preparing this third edition, editors Cherié L. Weible and Karen L. Janke have built on the pioneering work of Virginia Boucher, author of the first two editions. The meat of the book is in the three chapters on managing interlibrary loan, which deal with the workflow basics of borrowing and lending. Simply put, these should be required reading for anyone new to ILL work. Additional value comes from the clear and detailed chapters covering copyright considerations and using technology to support the work of ILL.

INDEXED. 131 P. \$85. 978-0-8389-1081-8 (ALSO AVAILABLE AS AN E-BOOK OR AS A PRINT/E-BOOK BUNDLE.)

For generations of librarians, the "gold standard" of reference has been ALA's *Guide to Reference*, and how one referenced it—Winchell, Sheehy, Balay—dated your library school exposure to the work. Now, the *Guide* is an online tool. Happily, three subsets of the 16,000 entries have been pulled into a series of specialized guides to serve as offline resources away from the reference desk (or mobile tablet), or as guides to researchers starting out in a specialty. As in the online version, cross-disciplinary resources are listed in multiple areas, minimizing flipping around in the volume. The listings include both print and online resources, with citations, annotations, and Library of Congress class numbers.

ALA GUIDE TO SOCIOLOGY AND PSYCHOLOGY REFERENCE INDEXED. 320 P. \$65. 978-0-8389-1025-2.

ALA GUIDE TO ECONOMICS AND BUSINESS REFERENCE INDEXED. 528 P. \$65. 978-0-8389-1024-5.

ALA GUIDE TO MEDICAL AND HEALTH SCIENCES REFERENCE INDEXED. 760 P. \$75. 978-0-8389-1023-8



Analyze each step of a task and its impact on the bottom line.

such as new book preparation and holds processing. He challenges the notion that high numbers in the usually gathered statistics means quality service.

INDEXED. NEAL-SCHUMAN. 197 P. \$70, PBK. 978-1555707323.

Manage Well

In some ways, *Succeeding in the Project Management Jungle* is another book with a cute acronym (TACTILE management) for helping to remember the elements of the program. But author Doug Russell uses the TACTILE elements (transparency, accountability, communication, trust, integrity, leadership, and execution) as the framework for covering ways to manage the expectations of the project stakeholders and to avoid pitfalls in all phases of a project from its beginning through the planning, execution, reporting, and closing out of the project. Russell stresses the interpersonal skills necessary for effective project team functioning.

AMACOM. 262 p. \$19.95, pbk. 978-0-8144-1615-0.

Secure Support

Advocacy: Championing Ideas and Influencing Others, by John A. Daly, explores the components of advocacy, from framing the message to forming alliances and getting the message to right people at the right time. Daly weaves in short case studies and examples from a wide range of business fields, but the lessons to be learned apply equally well to advocacy for our libraries.

INDEXED. YALE UNIVERSITY PRESS. 387 P. \$30. 978-0-300-16775-7. ■

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

ROUSING READS

THE PROBLEM WITH SPORTS NOVELS

Most sports novels, especially the kind that follow a team or an individual through a season of play, face a built-in problem: The drama and suspense usually rides on the team's success or failure as it moves through the season and plays the inevitable Big Game. Thus, there can only be one of two endings. Either the team overcomes adversity and wins, or it loses—the more literarily resonant alternative, to be sure, but necessarily unsatisfying if readers have become fans along the way.

The list of books and movies that employ ending number one is as long as it is cliché-strewn. From almost every children's sports story ever written (as a boy, I was particularly fond of Wilfred McCormick's series starring young Bronc Burnett, who almost single-handedly won the Big Game for his high-school team in various different sports) through the long list of movies that follow the Rocky formula: Underdog rises against the odds and wins the unwinnable game. Whether it's *The Bad News Bears* or *Hoosiers* or *The Karate Kid*, the pattern is always the same, and in the end, our hero digs down one more time and delivers the kick or shot or pitch or punch that seals the deal.

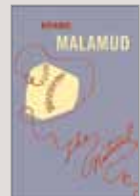
You will most often find type two endings in the sports novels that attain the highest literary reputations (Mark Harris's *Bang the Drum Slowly*, for example, or Bernard Malamud's *The Natural* before the movie changed the ending), but even this higher-brow brand of sports story has its own conventions. The teams usually lose the Big Game, naturally, but sometimes the authors let their teams win, at least on the scoreboard. You can bet, though, that if the good guys win a literary sports novel, somebody will die in the process, thus attenuating the thrill of victory.

I have just finished reading a very fine sports novel called *The Art of Fielding*, by Chad Harbach, for *Booklist's* annual Spotlight on Sports. The book falls squarely into type two, but I won't tell you if the team loses, or if it wins and somebody dies. More importantly, the scope of the novel isn't confined to the approaching Big Game, so the reader doesn't live and die with what happens on the field. Rather, we are treated to a sprawling saga that follows the coming-of-age and midlife crises of five characters at Westish College, a small liberal-arts school in Wisconsin. At the center of it all is Henry Skrimshander, a shortstop of phenomenal ability who has led the school's baseball team to unprecedented heights. Then a wildly errant throw from Henry's usually infallible arm provides the catalyst for game-changing events not only in Henry's life but also in those of his roommate, Owen Dunne; his best friend and mentor, the team's catcher Mike Schwartz; the school's president Guert Affenlight; and the president's daughter, Pella.

In an immediately accessible, almost Dickensian narrative reminiscent of John Irving, Harbach draws readers into the lives of his characters, plumbing their psyches with remarkable psychological acuity and exploring the transformative effect that love and friendship can have on troubled souls. And, yes, it's a hell of a baseball story, too, no matter who wins.



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



Solutions and Services



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ProQuest is helping serve the growing demand for information related to the Middle East through a distribution agreement with Arabia Inform. ProQuest will distribute Arabia Inform's AskZad, a digital reference database that includes 25,000 hard-to-find digitized Arabic books. AskZad is designed specifically for university libraries and research centers. Its primarily Arabic content is supported with metadata in both English and Arabic. It includes almost 1,000 academic journals, over 7,000 dissertations, and complete proceedings from 50 academic and scientific conferences. Libraries will also have access to the Pan-Arab News Index. The agreement is part of ProQuest's larger initiative to expand international content.

www.recordedbooks.com ▼

www.signingsavvy.com ▼

Recorded Books has announced that it will begin distribution of Signing Savvy for Libraries, a comprehensive online American Sign Language resource for public libraries in the United States and Canada. Signing Savvy contains thousands of high-resolution videos of signs and finger-spelled words. Patrons will be able to access the site by using their library card. A constantly expanding dictionary has videos of more than 7,000 signs. Other features include sign descriptions, memory aids, printable signs, flash cards and quizzes, word-list sharing, a phrase builder, social networking, and a mobile application. The resource may be accessed by patrons a subscribing library whether they are located inside or outside the facility. Signing Savvy for Libraries is in final development now and Recorded Books anticipates that it will launch the service to public libraries in the third quarter of 2011.



[HTTP://SIGNINGSAVVY.COM](http://SIGNINGSAVVY.COM)



www.awelearning.com <<<

AWE, Inc. announces a new product for children ages 6–14. AfterSchool Edge is a complete computer system that features more than 50 educational software titles. The program is currently available on two platforms: an all-in-one touchscreen desktop computer and a portable touchscreen netbook. The AfterSchool Edge can function without a connection to the internet to protect students' safety and privacy. Netbook computers can be purchased with a mobile recharging cart that holds up to 24 netbooks and can serve as a wireless hub if an internet connection is desired.

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



▲ ▲ ▲ www.datacard.com

Datacard Group introduces DuraShield, a clear protective card overlay that shields against a wide range of durability threats including chemicals, moisture, and abrasions. DuraShield's scratch-resistant, full-coverage overlay protects against environmental threats and extends card life. It utilizes the patented Datacard Intelligent Supplies Technology, which improves efficiency and reduces cost. Durashield also features Datacard Group's eco-friendly biodegradable cores and is part of the company's Go Green initiative.

▼ www.irishnewsarchive.com

Irish Newspaper Archives is one of the largest digital collections of Irish newspapers, with more than 30 titles from all over the country. Spanning almost four centuries (from the 1700s through today), the archive offers researchers, students, and general-interest users alike access to a wealth of Irish history and news. Most titles in the archives have never before been open to the public in this format. Access will be free from September through December 2011, and INA can provide counter-compliant usage stats during the promotional period to allow an accurate gauge of usage.



CASE STUDY

ADAPTIVE TECHNOLOGY

According to the American Federation for the Blind, more than 25 million American adults are living with significant vision loss. James Davis relies on the JAWS (Job Access With Speech) screen reader at Waukegan (Ill.) Public Library to give him the ability to work on a computer using the same programs and applications as a sighted person.

JAWS for Windows is a powerful accessibility solution that relays information on the screen through synthesized speech. JAWS provides many useful commands that make it easier to use programs, edit documents, and read web pages. With a refreshable Braille display, JAWS can also provide Braille output in addition to, or instead of, speech.



James Davis using JAWS software at Waukegan (Ill.) Public Library

tion to, or instead of, speech.

Richard Lee, executive director of WPL, says, "I've always been interested in adaptive technology. We're here to serve this whole community, so we have to find ways to tailor our offerings to fit the needs of all of our patrons." When Davis requested a screen reader at the library, Lee began researching options. The library installed JAWS in an existing private tutoring room to prevent the software's synthesized voice from disturbing other patrons.

Davis explains JAWS by saying, "JAWS lets me read word by word, letter by letter, or line by line. It gives me audible feedback as I go." JAWS enables the use of technology at every patron's fingertips.

Career Leads from

ALA **JobLIST** 
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UNIVERSITY OF ARKANSAS AT LITTLE ROCK ARCHIVIST The University of Arkansas at Little Rock invites applications for an Archivist (R97344) in the Sequoyah National Research Center (SNRC), with an intended start date of September 1, 2011, to serve as head of the archives, special collections, and library division. The Sequoyah National Research Center documents contemporary Native American communities by creating, maintaining, and providing to the public the most comprehensive collection possible of Native newspapers, periodicals, and other publications; maintaining Native manuscripts and special collections; and acquiring other materials related to Native communities, press history, literature, and art. The Center serves tribal communities and the general public by developing and maintaining the means of accessing the content of these collections and by providing educational resources through various media and public programming. The Center consists of Archives, Special Collections, and Library Division, which houses the world's largest archival collection of Native serials and the Dr. J. W. Wiggins Collection of Native American Art, which contains about 2,500 works.

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

Minimum Required Qualifications: a Master's degree in archives or an MLS from an ALA-accredited program with a strong emphasis in archives. The successful candidate will: 1) be able to demonstrate work experience in American Indian and Alaska Native archives and special collections; 2) have experience in creating, managing, and storing electronic data related to archives collections; 3) have sound knowledge of American Indian history, federal Indian policy, and social, political, economic, and legal issues confronting contemporary tribal communities. Preference will be given to candidates who demonstrate 1) life experience in Indian Country, and 2) engagement in archives-related public outreach. UALR offers a competitive salary and attractive fringe benefits. **Candidates should submit a letter of application (referencing Position R97344); curriculum vitae; a statement describing the candidate's philosophies of leadership and administering an archive that focuses on American Indians and Alaska Natives, and d) names and contact information of three references. The application packet may be sent by postal service to Daniel F. Littlefield, Jr., Director, Sequoyah National Research Center, University Plaza Suite 500, UALR, Little Rock, Arkansas 72204, or by email to dflittlefield@ualr.edu with Archivist R97344 in subject line.** Screening will begin immediately and will continue until the position is filled. This position may be subject to a pre-employment criminal

background. A criminal conviction or arrest pending adjudication shall not disqualify an applicant in the absence of a relationship to the requirements of the position. Background check information will be used in a confidential, non-discriminatory manner consistent with state and federal law. The University of Arkansas at Little Rock is an equal opportunity affirmative action employer and actively seeks the candidacy of minorities, women, and persons with disabilities. Under Arkansas law, all applications are subject to disclosure. The person hired must have proof of legal authority to work in the United States.

The **Gary Public Library (GPL)**, Gary, Indiana, is seeking an innovative and dynamic leader for the position of **Library Director**. Gary Public Library is a system built on service and is the basis on which the library system was founded. The library serves a population of 80,000, is 30 minutes from downtown Chicago and within close proximity to Chicago O'Hare and Midway Airport. The Board of Trustees will select a candidate with leadership skills, strong interpersonal skills, and experience with meeting the challenges of a changing library system. The candidate must also have a strong vision for the future of GPL, skills in developing community relations, some fundraising experience, and can adopt new technology and innovation to create world class public service. The Library Director is responsible for the overall management of the library system and dedicated staff. The position


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Head of Collections & Systems Winter Park, Florida

Rollins College is looking for a service-oriented librarian to help shape a dynamic, forward-looking liberal arts college library through the reorganization and management of the new Collections & Systems Department. The department brings together our existing Technical Services and Digital Services & Systems departments. This position will creatively and proactively lead a team of three faculty librarians and four staff members in developing and evaluating efficient workflows. This is a faculty position. Librarians with faculty status at Rollins College are expected to show a pattern of growth and development in librarianship, teaching, scholarship and service that is expected to continue throughout their career at Rollins. The ideal candidate will have a MLS from an ALA-accredited library school or an equivalent degree is required.

For additional information and to apply, please visit www.rollinsjobs.com.

Through its mission, Rollins is committed to creating a fully inclusive, just community that embraces multiculturalism; persons of color and other historically under-represented groups are therefore encouraged to apply. The College's equal opportunity policy is inclusive of sexual orientation, gender identity and expression, and Rollins offers domestic partner benefits.

requires a MLS from an ALA accredited institution and a minimum of (8) years of public library service, four (4) years of progressive supervisory, management and financial experience or an equivalent combination of education, training, and experience. Excellent benefits. Salary commensurate with experience. The candidate application packet must include the following required items: a letter of interest, resume, salary expectations, and three professional references, including names and contact information for each. **The electronic submission of application materials is mandatory and should be emailed to the President of the Board of Trustees, Mr. Tony Walker, at tony@walkerlawgroup.biz. Paper copies must also be mailed to the President of the Board, at 363 S. Lake Street, Gary, Indiana 46403. The initial screening**

of applicants will begin immediately. Applications will be accepted until position is filled. To review the entire position description, please visit us at www.garypubliclibrary.org/news.

The Georgia College Library and Instructional Technology Center invites applications for the position of Coordinator for Access Services. As a member of the Library's Access Services Department, the librarian in this position will coordinate circulation, interlibrary loan, universal borrowing, and facility management. www.gcsujobs.com/applicants/Central?quickFind=52264

Georgia College invites applications and nominations for the position of **Director of University Library** which oversees the Library and Instructional Technology Center (LITC). To

learn more about the position and to submit an application, please visit: www.gcsujobs.com/applicants/Central?quickFind=52247

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Networking without Pity

Let's face it: Your reputation still precedes you

by Will Manley

I'm working on a new house project. It's one of the most complicated projects that I've ever taken on. There are a million details, from the size of the window jambs to the energy rating of the glass in the windows.

The construction universe is filled with a diversity of people. There are designers, architects, decorators, framers, electricians, plumbers, plasterers, carpenters, door hangers, window hangers, cabinetmakers, and so forth. For a novice like me, it's all very confusing and requires a great deal of research. Never did I need a library so much. But a library only gets you so far. You might figure out how to hang a door, but how do you find a reliable professional to do the work? It's a jungle out there, right?

Well, right and wrong. It's true that the construction industry is filled with excellent craftspeople as well as bad, but there is a very reliable (albeit informal) network out there, and connecting to it makes

life much easier.

Here's how it works. In this network, everybody knows somebody. The trick is to get connected from the start with one of those excellent craftspeople. You start, say, with a carpenter who has a sterling reputation. Then you ask her for the name of a good plumber. You get the plumber and then you ask him for an electrician.

In construction, reputation is everything. I met one contractor with his own business who has never done a dime's worth of marketing or advertising—but he has had a thriving business for 30 years nonetheless. His secret is word of mouth, and if his quality were to sink, his reputation—and his business—would sink with it.

All of this came as a revelation to me because I spent 30 years of my professional life in public library administration with the most cumbersome hiring process imaginable. It required studying résumés, checking references, designing interviews and assessment centers, organizing staff “meet and greets,” creating short lists, and finally making a hiring decision.

To make matters

worse, every hiring move above the level of a high school page involved a committee, which easily added 20 or 30 hours to the process and plenty of extra stress and tension. I'm always amused at newly minted library school graduates who wonder why they never seem to hear back about their applications.

Does this comprehensive process ensure a successful hire? No. Every hiring authority or committee enjoys some hits and misses. Many references won't tell you a thing about a candidate because they fear lawsuits. So in the end, your hiring decision is a dice roll. What the process does ensure is that you have done everything by the book, and in the bureaucracy that is the public sector, “by the book” is what counts.

I finally decided to write my *own* book and focus on hiring from within so I would be hiring a known quantity and not someone else's mistake. However, my best paraprofessionals had a 90-minute drive to the nearest library school to qualify for their professional union card.

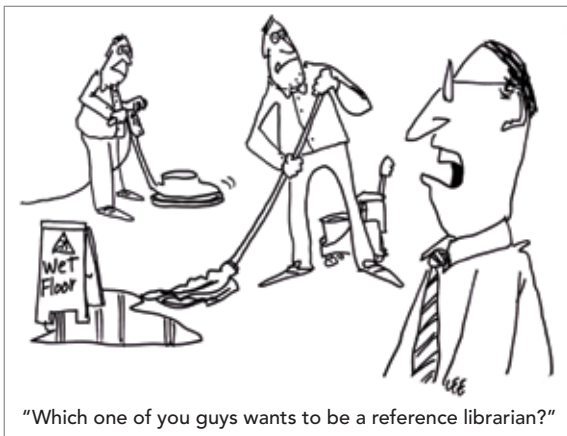
Now, of course, everything has changed and anyone can get an MLS from a laptop. Hiring and promoting from within has never been easier. I recommend it. ■

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.



In the public sector, doing things “by the book” is

what counts.





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