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JANUARY/FEBRUARY 2012

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CONTENTS

AMERICAN LIBRARIES | January/February 2012

Features

- 33 PRESERVING BLACK ACADEMIC LIBRARY HISTORY**
Andrew W. Mellon Foundation grant enables Library Alliance to tout successes
BY SHANESHA R. F. BROOKS-TATUM
- 36 THIS LIBRARY GETS EVERYONE'S VOTE**
Special collection preserves a "primary" tradition
BY JANICE ARENOFSKY
- 39 O SISTER LIBRARY, WHERE ART THOU?**
Libraries near and far can thrive by forming "the strongest relationship"
BY APRIL RITCHIE
- 42 BUILDING DISPLAYS THAT MOVE THE MERCHANDISE**
Observe, eavesdrop, ask—and the books will fly off the shelves
BY ALAN JACOBSON
- 58 MIDWINTER MEETING PLANNER THE CONVERSATION STARTS IN DALLAS**
Transformation of the profession, best books for children, top authors, and exhibits
- 70 DINING IN DALLAS**
Midwinter attendees won't want for a good meal
BY GREG LANDGRAF



Cover design by Jennifer Brinson

- 45 COVER STORY REFLECTING OUR COMMUNITIES**
Brooklyn College Library's internship program opens doors and minds
BY KATE ANGELL, BETH EVANS, AND BARNABY NICOLAS

CONTENTS

AMERICAN LIBRARIES | JANUARY/FEBRUARY 2012 | VOLUME 43 #1/2 | ISSN 0002-9769



Updates and Trends

- 10 ALA
- 14 PERSPECTIVES
- 27 NEWSMAKER: Joanne Budler



Departments

5 AMERICANLIBRARIESMAGAZINE.ORG

INFORMATION TECHNOLOGY

- 30 DISPATCHES FROM THE FIELD
Bridging the Digital Gap BY ANDROMEDA YELTON
- 31 INTERNET LIBRARIAN
What's in a Name? BY JOSEPH JANES
- 32 IN PRACTICE
Providing the Tools BY MEREDITH FARKAS

PEOPLE

76 CURRENTS

PROFESSIONAL DEVELOPMENT

- 78 YOUTH MATTERS
Making Progress by Fives BY DORCAS HAND
- 79 OUTSIDE/IN
Add to Your (Library) Cart
BY DAVID LEE KING AND MICHAEL PORTER
- 80 LIBRARIAN'S LIBRARY
Great Lists of Great Reads BY KAREN MULLER
- 81 ROUSING READS
It's That Time of Year BY BILL OTT
- 82 SOLUTIONS AND SERVICES

OPINION AND COMMENTARY

- 4 FROM THE EDITOR
Treasure Hunt BY LAURIE D. BORMAN
- 6 PRESIDENT'S MESSAGE
No More Business as Usual BY MOLLY RAPHAEL
- 8 READER FORUM
Letters and Comments
- 28 PUBLIC PERCEPTION
- 29 ON MY MIND
We Need Copyright 2.0 BY NEAL STARKEY
- 88 WILL'S WORLD
Taking Care of Business BY WILL MANLEY

JOBS

- 84 JOBLIST
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advertisers | page

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VISIT BOOTH #1745 AT ALA MIDWINTER



Treasure Hunt

by Laurie D. Borman

All of you who've weeded a collection know the challenges I face. Former *American Libraries* Editor Leonard Kniffel left me a legacy: file drawers stuffed with materials from his 15 years at the helm of this magazine. As someone new to the American Library Association and to this publication, it's been somewhat daunting to determine what should stay and what should go. Is it a trifle or a treasure? The project is a deep dive into the history and workings of the ALA, with some files going back prior to Leonard's arrival.

The project is a deep dive into the history and workings of ALA.

Fortunately I have plenty of resources to assist me in assessing documents, including the advice of my new colleagues at ALA, especially at *American Libraries*, and an ALA Retention Policy. The folders sometimes detour into the evolution of technologies. A thick *American Libraries* deadlines file spans handwritten calendars and dot-matrix printouts from the 1980s, typeset calendars from the 1990s, and self-published and color-copier versions. (In the interest of being eco-friendly, we now keep track of deadlines in a network drive.)

Other files overflow with fading faxes and yellowed newspaper clippings—remember Stephen Carrie Blumberg, caught in 1990 with more than 11,000 rare books and manuscripts stolen from libraries? Yes, I have a file on him. Then there are microfiche samples from vendors and a typewritten interview with *Booklist* Editor Bill Ott on the occasion of *Booklist*'s 90th anniversary in 1995. Haven't found any floppy disks or eight-millimeter movies yet, but it wouldn't surprise me.

What's remarkable is that these old files speak to professional issues that are still relevant today. This issue's cover story on interns adding diversity to the library work force (see page 45) advances a long tradition within the library community of striving for diversity in front of and behind the desk. The diversity folder from the *AL* cabinet covers a 1991 ALA retreat, and *AL* colleagues tell me that civil rights struggles began to affect ALA policy in 1938, when the Association took a stand against segregated meeting rooms. In 1970, ALA's Feminist Task Force was created, and that same year ALA made history by becoming the first-ever professional association to form an LGBT group.

I hope to complete my file deep dive by the time you read this, but my quest for leads on professional trends relevant to you has just begun. I'm plowing through reader surveys, reviewing Google Analytics, and checking blog comments. Have a burning issue you want us to cover? Email me, or say hello at the ALA Midwinter Meeting.

And if you need a 1989 typesetting user's guide or a flier on how to repair your 1981 Osborne computer, I've got the file! ■

—Laurie D. Borman
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american libraries

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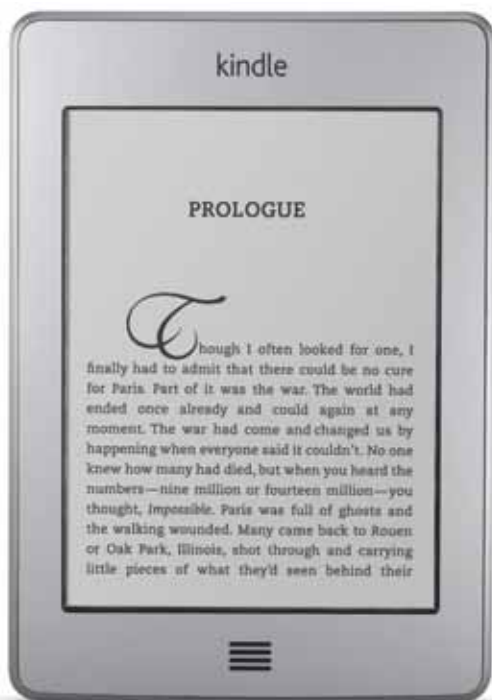
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E-content^(cc)



Trends in E-content Recent weeks have been busy ones for e-content, Christopher Harris writes. Librarians are taking a critical look at OverDrive's business practices in the wake of Penguin Group's discontinuation and subsequent restoration of lending of new ebook titles to library patrons. Meanwhile, Kindle Touch was jailbroken to allow back-end access to the operating system, and Apple's iBooks received some aesthetically important cosmetic changes.

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ASK the ala librarian

Q&A from the ALA Headquarters Library

Recommended Audiobooks

Q. I got to explain to an older patron today that audiobooks can be downloaded! I told her about the Odyssey Award. Does ALA have any lists of audiobooks for children? **A.** The annual Notable Children's Recordings list that comes out of ALA's Association for Library Service to Children has always been a mix of children's music and story titles. If the titles in that list seem too young, ALA's Young Adult Library Services Association has an annual list, Amazing Audiobooks for Young Adults.



AL focus

The Year in Focus Watch our year-in-review video, which highlights the top news stories in Libraryland in 2011, on AL Focus.

GLOBAL reach

International Matters Mortenson Center for International Library Programs Director Barbara J. Ford reported on the November 28 meeting of the US National Commission for UNESCO, which is struggling after Palestine's membership triggered a mandated cutoff of US contributions. Office for Intellectual Freedom Director Barbara Jones reported on the Guadalajara International Book Fair, where she spoke as part of a library conference within a conference on the issue of the freedom to read.

No More Business as Usual

The evolution of ALA's Midwinter Meeting

by Molly Raphael

My first American Library Association Midwinter Meeting was in 1976. After stimulating learning experiences at two Annual Conferences, I really wanted to get involved. Colleagues advised me that Midwinter provided the best venue to do that with its focus on ALA business meetings. ALA's open meeting policy allowed me to observe meetings related to my interests then, e.g. serving the deaf community.

Now, decades later, Midwinter has evolved into a multifaceted event. The reinvention of Midwinter really happened as a result of many factors, including our ability to work and collaborate electronically and increasing demand for opportunities to network and discuss emerging issues. Midwinter offers so much more now and draws thousands of librarians and library supporters who have little or no committee involvement. What's changed?

First, discussion groups, which were few in number 25 years ago, have exploded in depth and breadth. Now more than 200 discussion groups bring people together to explore a wide variety of topics and are open to anyone who is interested in sharing ideas, experiences, and a desire to learn. These groups often result in opportunities for newer and younger members to engage and network with more senior colleagues who share common interests.

Second, ALA's many divisions and other units have created other ways

for attendees to meet and connect with one another. In recent years, we have seen new communities of interest form. In addition, Midwinter proves to be an ideal time to offer forums for updates, such as what's happening at the federal level that affects libraries.

Third, with reduced travel budgets, many members choose to attend ALA gatherings when they can, often in their own region of the country. We know that 25%–40% of ALA meeting registrations are from local regions.

The growth of opportunities at Midwinter for engagement, conversation, and networking—beyond the formal committee and board structure—provides a rich and attractive panoply of activities.

Midwinter just keeps expanding opportunities and building connections. Among the varied and exciting events are the Sunrise Speakers Series; multiple author presentations; memorial lectures; and award announcements, including the youth media awards, the Stonewall Book Award, and many others. Then, there are the hundreds of exhibitors, many who find Midwinter a perfect venue for previewing new products and services.

New this year in Dallas are two ALA-wide opportunities for deep conversation about the evolving needs of library communities and how we

can transform libraries and librarianship to meet new challenges. “Empowering Voices, Transforming Communities” will feature renowned Syracuse iSchool Professor David Lankes (see p. 57). The program

launches two separate small group conversations on Saturday, January 21, and Sunday, January 22, from 1 to 3 p.m. to address questions about these issues. Facilitators from a graphic recording company will help create visual images of the plenary conversations that conclude

each afternoon's conversation.

Then, Rich Harwood of the Harwood Institute for Public Innovation will inspire us at my President's Program on Sunday, January 22, at 3:30 p.m. (see p. 58). Harwood, a leading national authority on improving America's communities, raising standards of political conduct, and reengaging citizens on today's most complex and controversial public issues, will continue the focus on transforming communities and how we in libraries can play a leading role in that transformation.

Yes, indeed: It's no longer “business as usual” at Midwinter. We hope you can join us! ■



Midwinter offers so much more now, and draws thousands of librarians and library supporters who have little or no committee involvement.

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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What Oasis of Quiet?

I just had a chance to sit down and read the recent *On My Mind*, “An Unplugged Space” (*AL*, Nov./Dec., p. 29), and was pleased to find the article.

I am relatively new to the library profession and began managing my first library four years ago. I was surprised at the noise level that was acceptable in my library. Cellphones ringing, computer keys clicking, patrons speaking above a whisper. I stood in amazement and released a loud “Shhhhhhhhhhhhh!” to no avail.

I have gotten accustomed to the noise level and fear most patrons have too. Every now and then patrons will comment that they can’t hear themselves think while they visit. An oasis of quiet would be welcomed. If we could physically remodel our current space, it would be on our wish list. To have the luxury of not being exposed to electronic gadgets, to be in a totally unplugged atmosphere where even the faintest buzz of a vibrating phone would not be heard.

After reading the article I felt I had found kindred spirits in the quest for silent libraries, and then I noticed the black squiggly QR code in the corner of the page. Damn smartphones are everywhere.

An oasis of quiet would be welcomed. If we could remodel our current space, it would be on our wish list.

Michael Humphrey
White County (Ga.) Public Libraries

Thank you for my daily dose of irony.

I was thumbing through my wife’s copy of *AL* and saw the article “An Unplugged Space.” It concluded, “Scan this to read the full essay online” and offered a QR code at the bottom.

That was good for a chuckle. My only question is, was the irony intentional or just an oversight?

Being married to a librarian, I put nothing past you people in the realm of sarcasm and irony.

Corey Steinman
Cambridge, Massachusetts

New Vision Urged

In response to “Egypt’s Cultural Center Seeks Its Path Amid Turmoil,” AL Online, Nov. 7:

I am among those peacefully protesting outside Bibliotheca Alexandrina (BA) against the leadership of its director, Ismail Serageldin. My colleagues and I do not want salary raises or permanent contracts, as former chief librarian Sohair Wastawy says in her interview.

We only demand that, under staff regulations, provisions be added for safe working conditions, security, and fair criteria for personnel issues. Current library regulations lack professional standards for employee hiring, contracting, promotions, or contract renewal. Many of us feel that,

in the eyes of management, personal interests and whims matter more than our talents and performance.

Managers who oppose the protesters have played the Islamophobia card and said we are simply Muslim extremists. But more than 1,700 out of roughly 2,300 employees—a majority of the library staff—have protested outside the library for better conditions.

Although we respect Serageldin as a thinker and a public figure in intellectual circles, it is time for him to step down after spending 10 years as director. The BA needs a new vision, a new perspective, and a new director who can guide us into the future.

Sarah Sherif
Alexandria, Egypt

Citizens United Distorted

Jeffrey Beall distorts the Supreme Court’s 2010 *Citizens United* decision by advocating that librarians fight any attempts to overturn the decision (*On My Mind*, “Librarians and the Threat to Free Political Speech,” *AL*, Sept./Oct. 2011, p. 33).

Rather than enhancing an individual’s right to free speech, *Citizens United* added to the legal fiction of treating corporations as individuals (in this case, as individual speakers), overturned all limits on corporate political spending, and gave corporations the unfettered right to spend millions of dollars to pay for political speech to influence elections.

Citizens United is about giving one segment of our democratic society—corporations—excessive and dominant rights to political speech regardless of what the content of that speech is. And like any form of speech, sometimes we

The editors welcome letters about recent contents or matters of general interest. Letters should be limited to 300 words. Send to americanlibraries@ala.org; fax 312-440-0901; or *American Libraries*, Reader Forum, 50 E. Huron St., Chicago, IL 60611-2795.

agree with the message and sometimes we don't.

Human beings have free speech rights, not the objects they create. Corporations and partnerships are artificial, legal creations that have specific purposes and goals, usually the singular goal to make a profit and share it among a select few. Why should these paper creations—with their mission statements, articles of incorporation, and bylaws—be treated the same as individual people in your neighborhood?

As librarians, we are dedicated to intellectual freedom. It is part of our professional identity. Objecting to *Citizens United* does not mean that we support censorship or repudiate our core values, which support actively people's right to information and free expression.

As librarians, we must recognize that *Citizens United* gives a disproportionate influence to a nonhuman entity and is dangerous to our democratic government, formerly of the people, by the people, and for the people. Contrary to Beall's assertions, we would be undermining our core values by supporting this decision.

Maureen Whalen
Venice, California

Bibliocide in New York City

In response to "A Library Occupies the Heart of the Occupy Movement," *AL Online*, last updated Nov. 16, 2011:

Not long ago, nearly everyone went berserk when a deranged Florida minister publicly torched his own copy of the Quran five months after first saying he would ("Quran Read-Out Commemorates 9/11, Decries Book Burning," *AL Online*, Sept. 11, 2010).

On November 15, 2011, the New York City Police Department, acting on orders from Mayor Michael Bloomberg, tossed into Dumpsters 5,500 books comprising the Occupy Wall Street People's Library. That's bibliocide on a massive scale, wantonly conducted by

the government itself.

ALA's next banned books inventory should include every title trashed by Bloomberg's storm troopers. Will it?

Sanford Berman
Edina, Minnesota

Love for NOLA

In response to the photo "Visual response to Katrina," *AL Online*, Nov. 30, 2011. See also p. 12, this issue:

As a library supervisor at the University of California in San Diego who was a tourist stuck in the dank New Orleans Superdome during Hurricane Katrina and the levee failures in 2005, the opportunity to attend ALA the following year was just what I needed. I wrote about my experiences in *Diary from the Dome, Reflections on Fear and Privilege During Katrina* (Vantage Press, 2008).

Watching the sorrow expressed by keynoter Anderson Cooper at ALA 2001 led many of us to tears. Assisting in Habitat for Humanity's rebuilding efforts helped revive many of us. Kudos to artist Susan Guevara and others who have done so much to help out this city.

Paul Harris
Eureka Springs, Arkansas

Virginia Mathews' Roots

The executive board of the American Indian Library Association (AILA) was pleased to see the tribute to Virginia Mathews (*AL*, May/June 2011, p. 21). While it highlights many of her accomplishments, it did not mention that she was a member of the Osage Nation of Oklahoma. As she was the daughter of well-known Osage scholar John Joseph Mathews, we feel it is

appropriate that her Osage heritage be acknowledged.

Mathews was also a founding member of AILA and worked closely with ALA and its Office for Literacy and Outreach Services, the National Commission on Libraries and Information Science, and the Bureau of Indian Affairs to develop library services for American Indians.

Jody Gray
2010–2011 AILA president

An "Unawesome" Cover

How do I say this gently? The cover of *AL*'s November/December 2011 issue belongs on the Public Perception page.

When my students saw this issue on my desk, they couldn't stop laughing about the outdated, "unawesome" image of "high-tenning" librarians was on the cover. In their words: "As if you don't have enough image problems."

Ellen McDonald
Edwin Ginn Library, Tufts University
Medford, Massachusetts



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"Would you like to interface with my new iPooh?"

Laurie D. Borman Named *American Libraries* Editor

Laurie D. Borman, an editorial executive with more than 20 years' experience in print and online publishing, has become the new editor and publisher of *American Libraries* magazine. She assumed the role in December.

"I look forward to meeting members at the ALA Midwinter Meeting in Dallas and learning more about their needs and the ALA," said Borman. "Journalists and librarians are a lot alike in how we work—researching, querying, digging for facts, and we both have an appreciation for intellectual freedom."

Borman, who has a bachelor's

degree in journalism from Indiana University in Bloomington, comes to *American Libraries* from Spertus Institute in Chicago, where she was editor for print and digital media and helped to promote its Asher Library, one of North America's largest Jewish libraries.

She also has substantial management experience as editor in chief for two print magazines in the travel industry and as editorial director for print, digital, and social media initiatives at Rand McNally. Borman



was integral to the launch of Rand McNally Classroom, a subscription-based educators' website.

In addition to spearheading digital and social media initiatives, she has won recognition and awards for writing, photo-

tography, and product development.

"We're excited about Laurie leading and enhancing the many *American Libraries* initiatives under way," said Don Chatham, associate executive director for ALA Publishing.

"Her background, skills, and experience indicate that she'll be highly creative and innovative in this role, an absolute necessity in the current magazine and publication environment. We're confident that she'll serve the needs of ALA and its members very effectively."

New Academic Library Trends, Statistics Released

ALA's Association of College and Research Libraries (ACRL) has published its *2010 Academic Library Trends and Statistics*, the latest in a series of annual publications that describe the collections, staffing, expenditures, and service activities of academic libraries in all Carnegie classifications. The three-volume set includes associate of arts institutions, master's colleges and universities/baccalaureate colleges, and research/doctoral-granting institutions. Individual volumes are also available.

The 2010 data shows that the median unit cost of monographs (per volume) increased slightly over 2009 for all types of academic libraries, while salary and wages expenditures as a percentage of total library expenditures remained un-

changed for baccalaureate and comprehensive institutions, slightly decreased for doctoral institutions, and rose nearly 3% for associate degree-granting institutions. Salaries and wages constituted 76.4% of total library expenditures for associate degree-granting institutions, 58.98% for baccalaureate, 58.08% for comprehensive schools, and 45.61% for doctoral/research institutions.

The 2010 survey includes data in six major categories from 1,514 academic libraries. It also provides analysis of selected variables and summary data for all elements.

2010 Academic Library Trends and Statistics is \$550 for the three-volume set and can be purchased from ALA at www.alastore.ala.org.

Study Says School Library Access Rises

According to trend data collected by ALA's American Association of School Librarians (AASL), technology acquisitions in school libraries across the nation appear to be leveling off, while remote access to school library databases is rapidly increasing.

The information was collected as part of School Libraries Count! AASL's national longitudinal survey, conducted annually since 2007.

This year, 82% of libraries participating in the survey said they make databases available to students outside the confines of the school. That

Continued on p. 12

Neal-Schuman Joins ALA Publishing

ALA President Molly Raphael and Neal-Schuman President Patricia Glass Schuman signed an agreement December 23 to make Neal-Schuman Publishers part of ALA Publishing.

"We are very excited about Neal-Schuman joining the ALA family," said Raphael. "We look forward to continuing the tradition that Pat Schuman and Jack Neal have established—as the best in library and information science education."



While joining ALA Editions, TechSource, and Huron Street Press under the ALA Publishing umbrella, Neal-Schuman Publishers, which was founded by John Vincent Neal and Patricia Glass Schuman in 1976, will continue to offer print and electronic publications under its well-known imprint.

Pat Schuman, who has served as both ALA President (1991–1992) and Treasurer (1984–1988), said that she and Neal "are extremely proud of the company we have built over the last 36 years. We see ALA as a perfect home for Neal-Schuman, where the imprint can continue to grow and evolve, serving a new generation of librarians."

Between January and the end of March, ALA plans on relocating Neal-Schuman operations from New York City to Chicago. Eight Neal-Schuman staff members will remain in New York during the transition.

Plans for staffing in the Chicago office were not determined as of the end of December.

ALA Executive Director Keith Michael Fiels told *American Libraries* that the acquisition of Neal-Schuman closely supports the Association's strategic goals, which include making the highest-quality library service available to all library users and making high-quality, affordable continuing education available to libraries.

ALA Editions authors have played a growing role in online CE for the profession, Fiels added, and Neal-Schuman's rich content and many author-experts will allow ALA to offer a much broader range of online and face-to-face learning and a growing list of ebooks. Neal-Schuman publishes hundreds of well-known titles, including the popular How-To-Do-It series, The Tech Set, and many textbooks used by LIS graduate programs.

"The Neal-Schuman imprint will enable the Association to expand its publishing program and bring in new revenue that will augment support for member programs and services," said ALA Treasurer Jim Neal (no relation to Jack Neal). "We need to find new financial sources to grow our capacity in legislative advocacy, public awareness, intellectual freedom, diversity, and the full range of ALA priorities." Neal also cited the rich potential for expanded international sales in Europe and Asia, and the capacity to extend ALA's electronic publishing capacity.

"Like libraries across the US, ALA has been challenged by the

economic downturn," Neal added, "but thanks to careful stewardship of our resources over many decades, ALA remains fiscally strong. It is important for the Association to invest in its future, to develop new markets and products, and thus better serve libraries and ALA members."

Neal-Schuman has more than 500 new, revised, and backlist titles in print, and the company markets or copublishes some 200 books from Chandos Publications, Facet Books (the official imprint of the UK's Chartered Institute of Library and Information Professionals), the Medical Library Association, and others.

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CALENDAR

ALA EVENTS

Jan. 20–24: ALA Midwinter Meeting, Dallas, alamidwinter.org.

Feb. 1: Digital Learning Day, digitallearningday.org.

Mar. 4–10: Teen Tech Week, ala.org/teentechweek.

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

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

Apr.: School Library Month, ala.org/aasl/slm.

Apr. 8–14: National Library Week, ala.org/nlw.

Apr. 10: National Library Workers Day, ala-apa.org/nlwd.

Apr. 11: National Bookmobile Day, ala.org/bookmobiles.

Apr. 12: Support Teen Literature Day, ala.org/yalsa.

Apr. 21–28: Money Smart Week, moneysmartweek.org/ala.

June 21–26: ALA Annual Conference, Anaheim, alaannual.org.

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

Continued from p. 10

number has increased steadily since 2007, when 65% of respondents taking part in the 2007 survey indicated that their students had access to their library's licensed databases remotely from any computer with access to the internet.

The survey also found a leveling off in the overall average number of computers in school libraries, which increased 1.8% to 27.9 after three years of significantly larger increases; an increase in the average hours worked per week by the school librarian (32 hours), including an increase in time spent delivering instruction (15.3 hours); and a decrease in average hours worked by other library staff (15.7 hours).

An overwhelming majority of schools across America are including digital citizenship as part of their curriculum, according to survey results. Findings also indicate that the school librarian serves as one of the primary educators when it comes to digital citizenship. Complete survey results are available at ala.org/aasl/slcsurvey.

ALA-APA Announces Program Partnership

The American Library Association–Allied Professional Association (ALA-APA) announced that the Library Support Staff Certification program is partnering with 11 Library Technical Assistant (LTA) training programs in a project that will allow their graduates to receive the LSSC without having to further demonstrate their skills and knowledge.

The ALA-APA will review the courses offered by each program to find out whether graduates must complete courses that cover the majority of the LSSC's competency requirements. If so, the LSSC will propose an agreement with the col-

lege offering the LTA program.

LSSC is the national certification program endorsed by ALA for library support staff. Funding from the Institute of Museum and Library Services and ALA developed and established the LSSC program and supports ALA-APA's work with LTA programs.

Visit ala-apa.org/lssc for more information.

AASL Joins Literacy Education Alliance

ALA's American Association of School Librarians (AASL) has joined 20 other stakeholder groups representing education, school, and community leaders in support of the new National Center for Literacy Education (NCLE), a project of the National Council of Teachers of English and the Ball Foundation. The project provides a clearinghouse for educator teams and schools engaged in innovative literacy education practices to share and learn from one another.

Through its free Literacy in Learning Exchange website (liledev.forumone.com), NCLE will provide examples of participating schools' innovative literacy education efforts. The website will also provide commentary from experts as well as research and insight about how those practices can be adapted in other schools.

Schools or school systems leading a community of practice through the website will be eligible to apply for recognition and support as a Literacy in Every Classroom Site.

New Higher Education Standards Released

ALA's Association of College and Research Libraries (ACRL) board approved a comprehensive revision of the association's seminal "Standards for Libraries in Higher Education" (SLHE).

Grounded in nine principles re-

VISUAL RESPONSE TO KATRINA



Artist Susan Guevara puts the finishing touches on a mural in November 2011 at New Orleans Public Library's Children's Resource Center. The mural was begun in 2006 during ALA's Annual Conference in New Orleans. Guevara, who said the artwork represents her visual response to Hurricane Katrina, titled the piece *Tambien de dolor se canta cuando llorar no se puede*, a Mexican adage that means "Sorrow also sings when it runs too deep to cry."

flecting the core roles and contributions of academic libraries, the newly revised version of SLHE provides a guide for libraries in advancing and sustaining their role as partners in educating students, achieving their institutions' missions, and positioning libraries as leaders in assessment and continuous improvement on their campuses. The full text of the revised SLHE is available at ala.org/acrl.

Prepare for Inaugural Digital Learning Day

Building on a growing movement, ALA's American Association of School Librarians, working together with the Alliance for Excellent Education and other national education associations and organizations, is calling on school librarians to participate in the inaugural national Digital Learning Day on February 1.

Digital Learning Day is designed to celebrate innovative teaching practices that make learning more personalized and engaging, and encourage exploration of how digital learning can provide more students with more opportunities to get needed skills to succeed in college, career, and life. Learn more at digitallearningday.org.

Revised Rural Libraries Toolkit Available

A newly updated version of the popular *Small but Powerful Guide to Winning Big Support for Your Rural Library* is available as a free print or digital

edition from ALA's Office for Literacy and Outreach Services (OLOS).

Developed by the ALA Committee on Rural, Native, and Tribal Libraries of All Kinds, the Association for Rural and Small Libraries, and OLOS, the new revision features strategies for advocating for and promoting library services to rural communities, tips for utilizing technology in advocacy efforts, and examples of marketing and promotion tools.

Available in an eight-page print edition, web edition, or as a downloadable PDF file, *The Small but Powerful Guide to Winning Big Support for Your Rural Library* is part of a series of outreach advocacy toolkits available from OLOS. For more information, visit ala.org/ruraltoolkit.

PLA 2012 Conference Books Major Speakers

ALA's Public Library Association (PLA) is counting down to its biennial conference, PLA 2012, slated for March 13–17 in Philadelphia.

The conference kicks off when Robert F. Kennedy Jr. takes the stage at the opening session March 14. He has been recognized as a "Hero for the Planet" by *Time* magazine and as one of *Rolling Stone's* "100 Agents for Change."

Actress Betty White will be closing session speaker March 17. From primetime sitcoms to daytime soaps, feature films, and Super Bowl commercials, White's range of real-life roles includes actor, producer, author, and animal welfare advocate.

Also scheduled to address conferees is young adult author Ally Carter, *New York Times* bestselling author of the Gallagher Girls spy-school series.

PLA 2012 will also offer networking opportunities and hundreds of education programs and exhibits.

Early-bird registration is currently underway for members of PLA and the Pennsylvania Library Association. Nonmembers can save up to \$130 by joining PLA. Visit pla.org for more information.

Meltzer Named 2012 NLW Honorary Chair

Bestselling author, television host, and library advocate Brad Meltzer has been named the 2012 Honorary Chair of National Library Week (NLW), April 8–14.

As the author of nine books and the host of the History Channel series *Decoded*, Meltzer credits libraries and librarians for inspiring him to become a writer.

As the honorary chair of NLW, Meltzer appears in print and digital public service announcements (PSAs) promoting the year's NLW theme "You belong @ your library." Free promotional tools are available at ala.org/nlw.

ALA Graphics products supporting NLW, including a poster, bookmark, and mini poster, as well as downloadable web files and high-resolution art files, are available for purchase through the ALA Store (alastore.ala.org). ■

TOP STORIES

1



EBOOK ESCAPADES

HarperCollins imposed an arbitrary 26 loans per ebook license and Penguin refused to let libraries lend its new titles altogether. Even good e-news had a catch: Patrons who could now borrow Kindle-formatted ebooks had to disclose their identities before downloading. Rejecting ebook licenses, Kansas State Librarian Joanne Budler struck a deal to ensure consortial ownership of what taxpayer money buys.

2

OCCUPYING LIBRARIES

Guerrilla libraries sprang up in the numerous camps of the Occupy movement, most notably in Zuccotti Park in New York City, where Occupy Wall Street protesters set up the People's Library. By the time police cleared the park on November 15, it held more than 5,500 volumes, showing that information is an essential ingredient to any community, however temporary.



3



RISING ABOVE NATURAL DISASTERS

Colleagues worldwide coped with sudden calamity. Japan lost lives and libraries in a tsunami. Libraries shifted into community-relief mode in New Zealand and Virginia after enduring earthquakes, as well as on the East Coast after Hurricane Irene and Tropical Storm Lee. It helped that FEMA added libraries to its list of essential post-disaster services. Library associations and library workers aided colleagues with funds and tech assistance.

4

TRANSFORMING LIBRARIES' IMAGE

As e-reader sales soared, "ebooks" and "digital" became *mots du jour*. When content creators changed the lending rules, librarians responded by seeking digital workarounds. Libraries embraced crowdsourcing as a way to enlist volunteers in deepening digital research potential. ALA launched Library Boing Boing, libraries sprouted hackerspaces and 3D printers, and Chicago's YOUmedia lab inspired similar teen spaces at other libraries.



5



TAKING COPYRIGHT TO COURT

In September, the Authors Guild sued HathiTrust and several universities, claiming that book digitization infringed on copyright and calling into question the fate of millions of scans at research libraries. Authors are seeking a class-action suit against the Google Books project and a judge is weighing whether Georgia State University pirated its e-reserves.

OF 2011

Read more about the top library stories of 2011, and comment or post your own top 10 at americanlibrariesmagazine.org.



CUTBACKS: MEET ADVOCACY

Across the country, advocates united to persuade politicians that libraries matter enough to fight for them. Zombies crawled in Oakland, California (“Zombies love brains”), cute kids and parents held read-ins from Chicago to California, and 200 folks held hands and hugged the New York Public Library. The third trip to the ballot box was the charm for Troy (Mich.) Public Library, and volunteers collected cash in shifts to reopen Central Falls (R.I.) library.

6

SCHOOL LIBRARIANS' HARD TIMES

Cuts hit school libraries around the country, perhaps most severely in California, where the number of certified teacher-librarians dropped to 895 this year. Los Angeles Unified School District laid off dozens of library staff, interrogating them for a chance to be reassigned to a classroom. In 2012, advocates will seek support for school libraries in the reauthorized Elementary and Secondary Education Act.



7



PRIVATIZATION PUSHBACK

Savings-conscious administrators in at least two states got an earful from constituents worried about outsourcing their libraries. A new California law mandates that proponents make their case with hard numbers as of January 1, 2012. Meanwhile, officials of Santa Clarita, California, and Osceola County, Florida, signed library privatization contracts with LSSI.

8

PRIVACY CONCERNS MOUNT

Librarians and technophiles are currently fighting the Stop Online Piracy Act, a sweeping bill that would require internet service providers to police users' activities for potential copyright infringement. Librarians cheered the September announcement that OverDrive would allow library customers to lend ebooks to patrons with Kindles, but the fine print raised ethical concerns. ALA's Office for Intellectual Freedom hosted a Conference on Privacy and Youth in March to discuss how best to raise awareness.



9



DIGITAL DESTINY

The ambitious Digital Public Library of America began a two-year endeavor in October to find a way to make the US cultural and scientific record available online, while the Europeana Foundation launched a plan to aggregate and distribute the continent's cultural heritage.

10

Concerned Parents School Educators about Reading Choices

A flurry of challenges took place in the closing months of the year in school libraries from Maine to Georgia.

■ A committee assigned to review a graphic story collection about the travails of life in middle school recommended December 12 that *Stuck in the Middle: 17 Comics from an Unpleasant Age* stay on the shelves of Buckfield (Maine) Junior-Senior High School, but that parental permission be required for students to borrow it.

Parent Becky Patterson had called for the book to be removed from the

library because it contains references to sexuality and includes profanity. Patterson insisted that she wants the book out of the library and in the classroom where it could be taught properly. “There’s

sexual content and foul language. I want the correct approach to this book,” she said, adding that having it in the library “is a very lazy way to teach criminal behavior.”

The Comic Book Legal Defense Fund and the American Library Association’s Office for Intellectual Freedom sent a letter December 9 in support of the book’s retention.

Stuck in the Middle, edited by Ariel Schrag and including stories by other acclaimed comics artists, was chosen for New York Public Library’s 2008 “Books for the Teen Age” list.

The Western Foothills regional school board was scheduled to meet January 9 to assess the committee’s

recommendation.—*Lewiston (Maine) Sun Journal*, Dec. 14.

■ Meanwhile, Missouri’s Blue Springs School District removed Nina LaCour’s young adult novel *Hold Still* from the district’s high school library and classrooms in response to parental complaints about its language and sex scenes.

Stephen and Christina Brown complained to the principal at the Blue Springs Freshman Center after their 14-year-old daughter read the book, which is about a young girl coping with the suicide of her best friend, as part of an extra-credit assignment in a freshman English class.

Christina Brown, the student’s mother, said the book is riddled with “F-yous” and called it “extremely inappropriate” for public school because it describes explicit sexual relationships.

Following television coverage of the challenge, the Missouri Association of School Librarians issued a statement defending the book, saying it’s a well-written story about a young adult finding hope despite trying circumstances.

Since the book was on an extra-curricular reading list prepared by a committee of Missouri librarians, the Browns were given another, school district–approved reading list and their daughter was switched to a different English class.

“It turned out to be a big misunderstanding,” said Leslie Evans, the district’s public information

director, who explained that the school district “did not ask for the book to be pulled” even though it was. The book was still under review

as of the end of November.—*Blue Springs (Mo.) Examiner*, Nov. 11.

■ *The Absolutely True Diary of a Part-Time Indian* was yanked from the library shelves and required reading list of the Dade County (Ga.) High School in November because of complaints from parents about what they

deemed vulgarity, racism, and anti-Christian content.

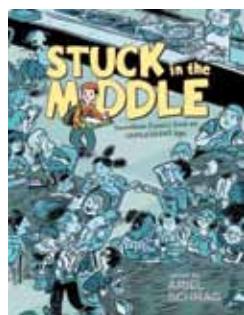
Students had been required to read Sherman Alexie’s young adult novel about a teen growing up on an Indian reservation, but the numerous complaints prompted Superintendent Shawn Tobin to remove the book until it could be reviewed by a media center committee.

Tobin said most of the complaints centered on profanity, as well as a depiction of Jesus Christ breaking wind.

The National Book Award–winning novel ranked second on the American Library Association’s list of the 10 most frequently challenged books of 2010.

When the book was banned in Stockton, Missouri, in 2010, Pat Scales, chair of ALA’s Intellectual Freedom Committee, said the book was “fabulous” because it offers a window into the tough life on the reservation.—*Chattanooga (Tenn.) Times Free Press*, Nov. 13.

—Gordon Flagg
Chicago-based freelance writer



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OCLC Launches New WorldShare Platform

OCLC has released a new platform that will let its member libraries create, configure, and share a growing number of new services and web-based library applications. The new OCLC WorldShare Platform, a shared technical infrastructure, will serve as the host for OCLC WorldShare Management Services, a significant expansion of the Dublin, Ohio-based nonprofit's Web-scale Management Services that launched July 1, 2011, after a year of testing by early adopters.

The earlier system had already streamlined library workflows by moving acquisitions, circulation, and license management into a cloud-computing network, thereby reducing software support costs. The new platform allows participating libraries to add service applications—whether built by themselves, by partner libraries, or by OCLC—to the cloud network hosted at OCLC data centers.

In early December, OCLC opened a data center in the United Kingdom, its first outside the United States. Additional data centers will be deployed in continental Europe, Australia, and Canada in 2012 that will support performance, reliability, and scalability in the expanding OCLC cooperative.

OCLC Global Marketing Vice President Cathy De Rosa told *American Libraries*, “The new OCLC WorldShare Platform will provide libraries with the infrastructure they need to create and share applications and services that deliver new functionality and value for libraries and their users.” She added, “Public and

academic library users can look forward to accessing a wealth of new content, apps, and innovations that these new collaborations will enable.”

Library apps galore

In coming weeks, participants from libraries in the WorldShare pilot program will work with members of the OCLC Developer Network to help create and build applications for a new WorldShare App Gallery. From this gallery, member libraries can download and install locally developed software to enhance and extend core functionality.

Access to the app gallery is open to everyone. Developers at libraries with active subscriptions to one or more OCLC products can test any of the web services available through the WorldShare Platform. To install apps into a production environment, a library must be a subscriber to the relevant service.

As of launch day on December 5, more than 30 libraries were using the OCLC WorldShare Management Services, and more than 150 libraries worldwide had agreed to adopt the new service.

“OCLC WorldShare provides a web-based platform for collective innovation across shared services, integrated applications, and streamlined library workflows,” said OCLC President and CEO Jay Jordan. “In combination with WorldCat, WorldShare will support the work of libraries of all types to collaborate in new, more efficient ways; reduce operating costs; and provide greatly enhanced user experiences.”

—George M. Eberhart

FUZZY FACES



Youth Services Librarian J. P. Baker (left) and Library Technician Mike Voss show off their fuzzy faces in honor of “No Shave November,” a tradition among men in Australia and New Zealand, at San Diego County (Calif.) Library's Ramona branch. The pair refrained from shaving for the entire month and shared their progress with the community. A library poster chronicled their beard growth, along with a poster featuring different types of beards and a book display related to men's health and interests.

LSSI Gets Its First Florida Contract, Eyes Simi Valley

Despite the opposition of library boosters in Osceola County, Florida, to the proposed outsourcing of county library operations there, the county commission approved a five-year contract with Library Systems & Services (LSSI), a private, for-profit company based in Maryland, to run the library.

The 3–2 vote to approve the nearly \$25 million contract, which LSSI has assured officials will save the county \$6 million over five years, came after a December 12 commission meeting at which reservations were reiterated about the long-term impact on the quality of library service and the fate of library workers. LSSI was to begin operations of Osceola’s library system as early as January 3.

The pros and cons

“I don’t see why you have to outsource money to Maryland,” said Kissimmee resident John Cortes, according to the December 13 *Osceola News-Gazette*. “Think about the employees, think about the people, think about your community,” he added, calling into question what would happen to library staff members after the end of a six-month employment agreement with the county for everyone who reapplies to LSSI for their jobs. Details of the contract were made available at osceolalibrary.org/publications.html.

“We haven’t worked hard enough to get the community’s input into this,” said Osceola County Commission Vice Chairman Michael Harford, who voted against privatization while voicing agreement that the county needed to save money. “We don’t have standards set that we can readily

review other than the number of hours of operation.”

“I did support a higher millage for the library if cuts could be found elsewhere—but they weren’t,” commission member Fred Hawkins Jr., said. “The taxpayers are telling us we have to do something.”

“I see a library system that our citizens don’t have to pay a premium for,” agreed Frank Attkisson, who also serves on the county commission.

“To say you are against the outsourcing of library management without looking at the benefits is really doing a disservice to the citizens of Osceola County,” Chairman John Quiñones asserted.

LSSI won the contract nearly two years after losing its challenge in 2010 to a state rule change that makes a library’s eligibility for state aid dependent on the library’s governing body employing a full-time librarian with an ALA-accredited master’s in library science and two years’ prior experience.

Under the wire

On the West Coast, LSSI may have moved a step closer to adding the Simi Valley (Calif.) Library to its client list of outsourced libraries.

The Simi Valley City Council voted December 12 to withdraw the city library from the Ventura County Library System, acting just two weeks

before the January 1 enactment of a California law that will mandate cities to document publicly how such a move, made in order to contract out library services, would save money. “We have an opportunity to take action in advance of that law going into

effect,” Council member Glen Becerra said.

Although no contract with LSSI has been announced, Simi Valley Mayor Bob Huber emphasized that final decisions about the library would remain in municipal hands even if operations were to be outsourced.

“Just like any other vendor that we hire, they do it by our rules,” he said, according to the December 13 *Ventura County Star*. “So people that keep yelling ‘privatization, privatization, privatization,’ that’s not happening here. Our free library will remain free.”

The events in Simi Valley occurred almost six months after LSSI began managing the three-branch Santa Clarita Public Library (*AL*, July/Aug. 2011, p. 15–16). LSSI was described in the September 26, 2010, *New York Times* as the fifth-largest library system in the country when measured by number of library branches it manages, ranking at that time just behind Los Angeles Public Library. Since then, the firm has added at least two library systems (including Osceola County Library) to its list of clients.

—Beverly Goldberg

“I did support a higher millage for the library if cuts could be found elsewhere—but they weren’t.”

**Fred Hawkins Jr.,
member**

Osceola (Fla.) County Commission

I Love My Librarian Award Winners Honored in New York

Ten fierce advocates for their libraries, their patrons, and their communities were honored as winners of the 2011 I Love My Librarian Award at a ceremony in New York City December 9.

"Libraries are the treasure house of civilization," said Vartan Gregorian, president of the Carnegie Corporation of New York, at the ceremony. "Librarians are our guides to this treasure house. With their help, we can translate the overwhelming flood of information generated by our hectic, complex world into true knowledge and understanding."

The award recognizes public, school, college, community college, and university librarians around the country for their courage, dedication, and vision. It is sponsored by the Carnegie Corporation of New York and the *New York Times*, and is administered by the American Library Association. Winners receive \$5,000 and an all-expenses-paid trip to the ceremony in New York.

As chief of adaptive services for the District of Columbia Public Library, **Venetia V. Demson** works tirelessly to improve library accessibility to all patrons, creating the AccessibilityCamp unconference in 2009. She also started a Braille book club that has helped blind children to gain Braille literacy and to participate more fully in the community. Indah Setiowati wrote about how her daughter's membership helped her enter a book review contest at DCPL's Chevy Chase branch. "Although [my daughter] was not on the winners list, she 'won' confidence from Venetia to participate."



Winners of the I Love My Librarian Award, from left: Barbara Weaver, Saundra Ross-Forrest, Martha Ferriby, Rhonda Allison Rios Kravitz, Venetia Demson, Elizabeth Long, Jennifer Keohane, Jennifer LaGarde, Michelle Luhtala, and Rebecca Traub.

Martha (Marty) Ferriby, director of Hackley Public Library in Muskegon, Michigan, was recognized for her efforts to provide and increase service to a city that badly needs it. The county's unemployment rate is more than 14%, and under her tenure, programs that aim to help patrons find careers have grown dramatically. "Ms. Ferriby takes the library into the community and brings the community into the library," wrote one Friends board member in her nomination.

Jennifer O. Keohane, business outreach librarian at Simsbury (Conn.) Public Library, "has positioned the Business Resource Center as the vibrant center of business resources for the Farmington Valley area," wrote nominator Ellen Cartledge. Programs Keohane has created offer support to the unemployed, entrepreneurs, and established local businesses. The BRC also offers

opportunities for collaboration and networking.

Rhonda Rios Kravitz, dean of the Learning Resources Division at Sacramento (Calif.) City College, was recognized for fighting for the rights of low-income and first-generation students to fully use the college's resources. "She was instrumental in helping to create humane, fine policies that recognized the hardships that many urban inner city youth face on an everyday basis," nominator Victoria Henderson noted. Another nominator, Roberto Guzman, thanked her for advocating for his right to work on campus when his immigration status prevented it.

Teachers at Myrtle Grove Middle School in Wilmington, North Carolina, recognize Teacher Librarian **Jennifer LaGarde** as a true partner in the education of their students. Kate Tayloe related how LaGarde suggested and collaborated on an

independent reading project that would require students to make and test hypotheses about similar books. "They were immediately excited by the challenge, recognizing that the Literary Research Project would require a deeper level of thinking than the typical book report."

A significant number of Media Specialist **Elizabeth "Betsy" Long's** programs at Doby's Mill Elementary School in Lugoff, South Carolina, combine literacy and fitness. She secured grants to purchase iPods and load them with audiobooks so students could listen while walking the school's fitness trail during recess. Long also created the You Go, Girl running club and mentors and exercises each morning with a group of students to help them prepare for the day.

As library department chair at New Canaan (Conn.) High School, **Michelle Luhtala's** embrace of Facebook and other digital tools has helped to shift student usage of social media to productive ends. In his nomination, senior Michael DeMattia detailed some of the uses that Luhtala's leadership made possible, including a Class of 2012 Facebook group where students can post updates about school events and a Guidance Department page that alerted students to changes in the college visiting schedule.

The North Avondale branch of Birmingham (Ala.) Public Library, where **Saundra Ross-Forrest** is branch manager, serves a community with challenging socioeconomic conditions. When the mayor proposed closing the branch two years ago to save money, Ross-Forrest contacted neighborhood leaders, parents, and the business community to gain support. She has also organized toy, clothing, and school-supply drives to benefit needy families, and she makes weekly visits to elderly patrons who can no longer come to the library in person.

Rebecca Traub, library specialist for Temple University's Harrisburg, Pennsylvania, campus, was nominated for her efforts to connect the campus to other sites in the university system and to the local and professional communities. Since the campus doesn't have access to the university's writing center, wrote nominator Claudia Dewane, "she has become an ad hoc writing center, proofing student papers and distributing writing tips." She was also cited for tenacity in tracking down sources and highlighting all

faculty and student publications.

Barbara Weaver is regional library director for Ivy Tech Community College at four locations in Indiana. Nominator Becky Sacopulos praised her "inventive presence, verve, and respect for students and staff," which has led to the establishment of a regional tutoring program, expanded use of technology for interlibrary loan services and online resources, and a northwest Indiana reading literacy initiative.

See ilovelibraries.org/lovelylibrarian/home for more.

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Merritt Fund Aids a Colleague in Distress

As director of Hooper (Nebr.) Public Library, Karla Shafer worked to transform the institution into a vital place in the community for six and a half years. Those efforts ended abruptly in 2010, however, when controversy erupted over Shafer's teaching of English classes to immigrants in a nearby town on her days off. She resigned her position as the work environment became intolerable.

Three months later, the city won an appeal that canceled her state unemployment benefits. "I had to repay money that my family badly needed for basic necessities," Shafer said. With money running out and bills for medicine, housing, and lawyers mounting, Shafer turned to ALA's Merritt Humanitarian Fund for help.

In 2009, Shafer applied for the ALA/Dollar General "The American Dream Starts @ your library" grant program. "It was a great fit for our community, especially for the few Spanish-speaking individuals who wanted to learn English," Shafer said. Hooper is a small community with fewer than 1,000 residents, including a small number of Spanish-speaking immigrants.

The library won a \$5,000 grant, making it the smallest library in the country to do so. It won a second grant through the program in 2010. Both grants were distributed to and spent by the library's Friends group.

Shafer did have some concerns about anti-immigrant sentiment in the community. (A nearby town, Fremont, earned national notoriety

in 2010 by passing an ordinance banning the rental of housing to anyone who could not document their legal status.) "I thought if I could become a strong advocate and friend to even only a few, there would be an improvement," she noted.

Start of the storm

The classes had an impact. Shafer recalled one 5-year-old who thanked her for "teaching her mom to 'know' English, because she wanted to do like her mama and then become a doctor when she 'got big.'" But when Shafer began teaching classes in nearby Nickerson, on her own time and using her own vehicle, the city council stepped in. According to Shafer, Hooper City Council President Gene Meyer told her not to teach in Nickerson because it would appear that the classes were approved by Hooper. (Meyer disputes this in the October 24, 2010, *Omaha World-Herald*, saying, "I just said it was pretty unusual that we paid the librarian to go to Nickerson.")

Shafer asserted that her personal time was her own and that her off-duty activities were not subject to the council's will. In response, she said, "I was told my work hours would be reduced and I could only be in the library for certain hours—or that the library might be closed and service offered to the community through a school library—and that I could not teach English or Spanish even on my own time with my own money."

Even worse, she adds, were insinuations that she had kept some of the grant money for herself. "Of course, all the grant records were complete and honest, but it broke my heart

THE MERRITT FUND

The LeRoy C. Merritt Humanitarian Fund was established in 1970 as a special trust in memory of LeRoy C. Merritt, one of the library profession's staunchest opponents of censorship and one of its most vigorous defenders of intellectual freedom. The fund is devoted to the support, maintenance, medical care, and welfare of librarians who, in the trustees' opinion, are:

- Denied employment rights or discriminated against on the basis of gender, sexual orientation, race, color, creed, religion, age, disability, or place of national origin; or

- Denied employment rights because of defense of intellectual freedom—that is, threatened with loss of employment or discharged because of their stand for the cause of intellectual freedom, including promotion of freedom of the press, freedom of speech, the freedom of librarians to select items for their collections from all the world's written and recorded information, and defense of privacy rights.

The Merritt Fund Trustees keep all requests in strict confidence, but welcome periodic opportunities to share stories with the full consent of recipients.

that I would even be *suspected*,” Shafer explained. “I knew I would no longer be able to do all I had done in the past, and all I had planned for the future, with any doubt of my honesty and integrity. I knew I had to resign, and so, I gave two weeks’ notice.”

Before she had finished removing her belongings from the library, the city clerk and a police officer met her there. “I was interrogated tersely until I was in tears and told to take whatever I could quickly and that I would not be allowed to return to the library.”

Shafer was granted state unemployment benefits, but the city appealed and had them rescinded three months later. Two months after that, the city clerk told her to produce her personal income records. The city also refused to allow her into the library and scolded her for costing the city money for an attorney.

The experience took a serious toll on Shafer’s health as well as her finances. She was hospitalized for a time and suffered post-traumatic stress disorder and panic attacks for almost a year afterward. Her doctor urged her to move out of Hooper to begin healing.

Aid arrives

Through the grant process for “The American Dream Starts @ your library,” Shafer met ALA Literacy Officer Dale Lipschultz. After Shafer left the library, Lipschultz gave her contact information for the Merritt Fund and became one of her references.

The fund gave her \$5,000 at a time when the house payment was overdue, the lawyer was asking for payment, and the electricity was about to be shut off.

“What I perceived as harassment and punishment would have truly

destroyed me had it not been for the Merritt Fund,” Shafer said. “It is still hard to describe the emotional suffering of those months.”

But there is at least a new beginning. Shafer moved to Omaha in March 2011, and her health is improving. She began a new part-time position at suburban LaVista Public Library in December.

That new beginning was made much more possible by the support of the Merritt Fund. Said Shafer: “It is very evident there comes a time for many of us when we need others—even strangers—to say, ‘Here, I’ll help you. That could have been me!’”

Merritt Fund Trustee John W. Berry interviewed Karla Shafer for this story. To learn more about the fund, donate, or apply for benefits, visit merrittfund.org or call Jonathan Kelley, 800-545-2433 ext. 4226.

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Probes into Ebook Pricing Revealed

The US Department of Justice confirmed at a December 7 congressional hearing that it is investigating the pricing of ebooks, making DOJ the latest antitrust agency to probe whether improper collusion by Apple and several publishers took place to prevent discounting.

"We are also investigating the electronic book industry, along with the European Commission and the states attorneys general," Sharis Pozen, the Justice Department's acting antitrust chief, testified before the House Judiciary Committee's Subcommittee on Intellectual Property, Competition, and the Internet, according to the December 8, 2011 *Wall Street Journal*. According to the newspaper, the Justice Department has been investigating the matter since 2010. The state attorneys general in Texas and Connecticut are also conducting a probe.

A day before Pozen testified, TechCrunch reported that

"Prices for ebooks have shot up to almost as much as hardcovers."

Christopher Harris

the European Commission was treating its probe as a priority matter. EC had conducted a raid in March 2011 on the European offices of Hachette Livre, HarperCollins, Simon & Schuster, Penguin, and Macmillan.

A class-action lawsuit filed in August 2011 by the law firm of Hagens Berman alleges that Apple struck anticompetitive pricing deals with publishers to edge out the Kindle.

"Jobs made a deal with the publishers to give them what is called agency pricing," explained *American Libraries* E-Content blogger Christopher Harris in a December 20, 2011 post. "The publishing agent sets the price, and Apple gets a 30% cut (its standard rate for iTunes). This has now become the new standard, and prices for ebooks have shot up to almost as much as printed hardcovers." The details are revealed in Walter Isaacson's 2011 biography *Steve Jobs*.
—Beverly Goldberg

New Synergy Emerges with Move of Keats Book Award to de Grummond

In a marriage of literary celebrity and scholarship, the de Grummond Collection of Children's Literature at the University of Southern Mississippi Libraries in Hattiesburg has become the host institution of the prestigious Ezra Jack Keats New Writer and New Illustrator Book Awards.

"The de Grummond is a natural partner for us to further Ezra's legacy," said Deborah Pope, executive director of the Keats Foundation, in announcing the change in venue from New York Public Library, which has been associated with the Keats Book Award since its inception in 1985. The transition is occurring just before the 50th anniversary of *The Snowy Day*, Keats's groundbreaking 1962 picture book that brought diversity to children's literature with a simple tale about a little boy who happened to be African American playing outside in the winter.

"This kind of collaboration is fairly unusual," said Ellen Ruffin, curator of the de Grummond Collection. While there

are perhaps a dozen libraries that are associated with prestigious literary awards, there are few given by academic or research collections. The Literary Award given by the St. Louis University Library Associates is a notable exception.

Noting that the work of 2002 Keats winner and *Freedom Summer* author Deborah Wiles is housed at USM, Ruffin added, "We will continue to keep an eye on the book award winners as they evolve in their careers and perhaps they too will see their work included in the de Grummond Collection one day."

The 2012 Keats Book Awards are scheduled to take place April 12 during the de Grummond's 45th annual Fay B. Kaigler Children's Book Festival, which is sponsored by the university's School of Library and Information Science. The synergy may grow deeper in 2013, when USM plans to host the Children's Literature Association's Annual Conference.

—Beverly Goldberg



GLOBAL REACH



UNITED KINGDOM ①

Advocates failed December 19 in a legal attempt to thwart the closure of several libraries in northwest London. Residents and celebrities wanted to prevent Brent Council from shutting six libraries and hoped the Court of Appeal would overturn the decision of a High Court judge who found the plan lawful. But the appellate justices sided with the council in the case. —*BBC News*, Dec. 19.

GERMANY ②

Curiosity got the best of janitor Tanja Höls in late November when she decided to peek inside an unassuming wooden box in an archive in the State Library of Passau. What she found were 172 well-preserved coins, most of them made of silver and dating from the Roman Empire up to the early 19th century. The library believes the collection once belonged to Passau's prince-bishops. —*Der Spiegel*, Dec. 7.

SWEDEN ③

In December, the National Library in Stockholm ended five years of negotiations with OCLC for its participation in WorldCat, as the parties could not agree on a contract. Negotiations involved the conditions for uploading the Swedish union catalog (Libris) into WorldCat and the question of licensing WorldCat for use in Libris. A major sticking point was that the library would not be allowed to deliver bibliographic data to the European Library if it became part of WorldCat. —*National Library*, Dec. 21.

POLAND ④

The staff of the University of Warmia and Mazury library in Olsztyn constructed a giant Christmas tree made of books. The tree is about five feet wide at the base and eight feet high, and consists of 1,600 mostly hardcover volumes. —*Pulowerek.pl*, Dec. 6.

ROMANIA ⑤

The new headquarters building of the National Library opened in Bucharest on December 15. The old building had been neglected for years after the anticommunist revolution and much of it had

deteriorated. The new library has 14 large reading rooms, six conference spaces, an auditorium seating 400, and ample space for exhibitions, bookstores, and cafés. Holdings will be gradually transferred to the new building throughout the year. —*Business Review*, Dec. 15; *Nine O'Clock*, Dec. 15.

ISRAEL ⑥

The National Library in Jerusalem launched a digital library on its website (web.nli.org.il) in December that offers public access to a large collection of books, periodicals, maps, photos, and musical selections. The resource took two years to develop and is the most comprehensive content-based website in the country. —*Haaretz (Tel Aviv)*, Dec. 4.

CHINA ⑦

Attendance rose significantly at the Library Society of China's annual meeting October 25–28 in Guiyang because organizers made some changes based on what a delegation had observed at the 2011 ALA Annual Conference in New Orleans. LSC added 17 concurrent sessions, expanded the number of exhibitors and sponsors, and revised the way the opening session and awards ceremony were organized. —*Global Reach blog*, Dec. 16.

KOREA ⑧

Some 1,200 books looted by Japan during the colonial era were returned to Korea on December 6. Korean Vice Foreign Minister Park Suk-hwan and the Japanese ambassador to Seoul, Masatoshi Muto, held a simple ceremony at the airport to mark the return of the books. The ancient books include *Uigwe*, or royal protocols of the Joseon Dynasty (1392–1910). —*Korea Herald (Seoul)*, Dec. 5.

NEW ZEALAND ⑨

A collection of nearly 60 rare 19th-century paintings, inspired by the novels of Charles Dickens, was discovered hidden inside cardboard folders in Dunedin Public Library's Reed Collection by rare books librarian Anthony Tedeschi. The watercolors by English artist Paul Braddon had been donated in 1956 by publisher Alfred Reed. —*Otago Daily Times*, Dec. 19.

Historic Egyptian Library Destroyed

The Egyptian Institute and its historic library caught fire early on December 17 during clashes in Cairo between Egyptian security forces and pro-democracy protesters. The institute, a research facility established by the scholars that accompanied Napoleon's army during its occupation of Egypt in 1798–1801, housed a library containing 196,000 volumes, some 40,000 of which were rare books and manuscripts. The building is a short distance from Tahrir Square, the center of many demonstrations over the past year.

Some observers reported that a demonstrator had thrown a Molotov cocktail at soldiers who were provoking the crowd from a nearby building, but the projectile missed and entered the ground floor of the institute. Others claim that the army had delayed firefighters, who were late to the scene of the fire that raged for more than 12 hours. One photo shows pro-government militia standing on top of the building while it was still burning, throwing stones at protesters.

The fire continued even as hundreds of volunteers ran into the building to retrieve as many books and manuscripts as possible. An estimated 30,000 items were recovered, although some of these suffered water damage. The National Library of Egypt led the effort to move the salvageable items to its facility for restoration. It announced December 21 that the computer containing the library's electronic catalog was retrieved successfully.

One of the major losses was a copy of the multivolume *Description of Egypt*, published by French scholars between 1809 and 1829, which was the first comprehensive survey of the country's history and natural resources. However, two other complete copies of the work exist in other Egyptian repositories.

William Kopycki, Cairo-based field director with the Library of Congress, said that the loss of unique materials will be felt by researchers of Egyptian history, Arabic studies, and Egyptology. He provided some photos of the library's ownership stamps on the en.cybrarians.info website to alert curators of material that may have been looted.

Volunteers from the Rare Books and Special Collections Library (RBSCCL) at the American University in Cairo (AUC) are helping with the drying, sorting, and triage. RBSCCL Associate Dean Philip Croom said, "It's long, tiring, and discouraging, given the magnitude of the burned items." He added that he hoped the library would allow the RBSCCL to take some of the books back to the AUC campus, "where they can be cleaned and rebound by our excellent conservation laboratory staff."

On December 19, Sultan bin Mohammed Al-Qasimi, the emir of Sharjah in the United Arab Emirates, announced that he would fund the restoration of the building, which will require the equivalent of \$415,000 US. The emir offered to donate some rare books and manuscripts from his own library as well. The French government has also expressed a willingness to collaborate with Egyptian officials in recovery efforts.

Information for this article came from multiple Egyptian and European news sources. —George M. Eberhart

One of the major losses was an original copy of *Description of Egypt*, which was published by French scholars between 1809 and 1829 and was the first comprehensive survey of Egypt's history and natural resources.

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NEWSMAKER: JOANNE BUDLER

Kansas State Librarian Joanne Budler recently terminated the Kansas Digital Library Consortium's contract with ebook vendor OverDrive to become a beta tester of 3M's new Cloud Library ebook lending service. The change is the culmination of a nearly yearlong battle over whether the consortium owned the content it had purchased or had simply licensed it. It also required her to undertake a massive campaign: contacting every publisher whose ebooks KDLC had purchased, because OverDrive required their permission to transfer platforms. *American Libraries* interviewed Budler by email December 20 about her decision and its ramifications for Kansas. She will also speak at ALA Midwinter (see p. 59). Read the full interview at americanlibrariesmagazine.org/columns/newsmaker.



Why did you decide to take this bold stance and make Kansas a precedent?

JOANNE BUDLER: There were really only two issues: pricing and ownership of content. A pricing increase of 700% is unreasonable, especially in today's economic climate where library budgets have consistently been cut over the past three years. But the bigger issue was the change in paragraph 11.4, which basically changed our ownership of content to a subscription. This tied our access to this content to a continuation of the service with OverDrive. I believed, and Kansas Deputy Attorney General Jeffrey Chanay agreed, that content we purchased under the 2005 contract is ours, as long as we maintain the integrity of the Digital Rights Management system.

Have all of the publishers that you wrote for permission responded to your request? No. We sent letters to 165. Approximately 20 publishers have not responded at all.

What percentage of the OverDrive collection will be available to Kansas libraries on the new 3M platform? At least half? We actually have two platforms: one for ebooks (3M Cloud Library) and one for audiobooks (Recorded Books: OneClick-Digital). At the present time, we have written permission to move 73% of the total ebooks and 63% of the downloadable audiobooks to the new platforms.

Have there been any gaps in service, as the Topeka and Wichita librarians were worried about? There will be no gap in service with Recorded Books. That service is available now to all Kansans. There has been a gap in service with downloadable ebooks because our service with OverDrive ceased on December 5. 3M projected that its service would be available no later than January 1, 2012.

Are there any independent agreements between libraries and

vendors/publishers in the works? Approximately a dozen libraries in Kansas have signed agreements with OverDrive either independently or as a small consortium. This has not affected the state library's ability to negotiate on behalf of the statewide consortium [the Kansas Digital Library Consortium]. All libraries in Kansas are included in the statewide consortium.

What advice do you give other consortia in negotiating with ebook vendors and publishers? I think that the library community and the publishers need to negotiate to a gain-gain solution. Certainly the library community wants publishers to continue to be economically successful. And anecdotally, we know that the same library user who borrows from his/her library also purchases books—in all formats. I wish there were more empirical evidence to support this!

Should ALA set guidelines for ebook lending contracts, and if so, what elements should be included? Yes, that would be very helpful. E-content should not be treated any differently than physical content. It is irresponsible to spend tax dollars on material that evaporates or disappears at the end of a certain period of time, whether that is a subscription period or a contract life.

Have you ever regretted going down this path? No. It was the right thing to do. ■

How the World Sees Us

"You know how Occupy Chicago is talking about the 1% versus the 99%? Well, where the library is concerned, there's only the 100%. Everyone is impacted." CAROLYN ALESSIO, mother of a 9-year-old Girl Scout who joined a November 9 protest by her troop to oppose Mayor Rahm Emanuel's budget cuts to Chicago Public Library, "Girl Scouts Protest Library Cuts," *Gazette Chicago*, Dec. 1.

"Libraries are where we learn about things that are new to us. Their books broaden our perspectives, change the way we see the world, and, at the most basic level, provide us with free and open access to knowledge and information. Over the two months that the People's Library has been in operation at Zuccotti Park, we librarians have come to see how vital this mission is to the enrichment of our broader society." University of Pittsburgh Associate Professor of English WILLIAM SCOTT, who volunteered for six weeks as a librarian for the Occupy Wall Street Library, "The People's Library of Occupy Wall Street Lives On," *The Nation*, Dec. 12.

"The internet is an accumulation; a library is order. I have nothing against the electronic library, it's just not a replacement for the library of ink and paper." Argentine-born Canadian writer ALBERTO MANGUEL, interviewed in the *Ottawa (Ont.) Citizen*, Nov. 20.

"As Wall Street and Occupy Wall Street continue their battle for the soul of American society into the winter and then an election year, the flood of knowledge represented by the OWS People's Library is one of the best weapons protesters have to hold their ground against their much better

financed, and armed, adversaries." University of California at Irvine History Professor MARK LEVINE, in "The People's Library and the Future of OWS," *Al Jazeera*, Nov. 16.

"Stately old buildings are expensive to heat, cool, modernize, and maintain. The information age has necessitated more and more computers, e-readers, and other technology, all of it essential for people who don't have it at home, especially children whose future depends on multiplatform literacy. . . . Rejecting this small levy because it should have been more widespread would be like rejecting a diphtheria vaccination because it doesn't cover measles. The money won't do everything, but it will do something, and that something is well worth doing." Staff writer SALLY KALSON, in an editorial favoring a tax levy for the Carnegie Library of Pittsburgh, "Small Library Tax, Big Returns," *Pittsburgh Post-Gazette*, Nov. 6.

"Every student on the establishment of the university, may use the books of the library on paying fifty cents into the hands of the librarian for the session in advance. The encyclopedia shall not be taken out of the library by any student not belonging to the senior or junior classes; and no other shall ever consult them, except in the presence of some member of the faculty."

The third of nine rules regarding the use of the University of North Carolina library in 1799, *For the Record*, Dec. 13.

"So many American efforts to influence foreign countries have misfired—not least here in Vietnam a generation ago. We launch missiles, dispatch troops, rent foreign puppets, and spend bil-

lions without accomplishing much. In contrast, schooling is cheap and revolutionary. The more money we spend on schools today, the less we'll have to spend on missiles tomorrow."

New York Times Sunday Review columnist NICHOLAS KRISTOF, writing about the charity Room to Read distributing its 10 millionth book to libraries in developing countries, Nov. 5.

"Librarians are once again on the front lines of a battle that will shape the future of our country."

Author and attorney CAROLINE KENNEDY, in her keynote at the I Love My Librarian Awards ceremony, Dec. 9.

"It is time for people to see and learn different opinions and develop critical thinking to broaden their horizons; the upcoming period is an important one and we need to educate people."

ABDEL MINEM, organizer of a Tripoli exhibition of books banned in Libya under Muammar Gaddafi, *CNN*, Nov. 21.

"I know that collector types can be a pain in the neck and seem perpetually frozen in time—or at least in their parents' basement—but someone has to look out for the past, lest it slip away forever. It was amazing to be around people who are dedicated to making sure there is a trail, who work with painstaking care to maintain the integrity of what came before." Musician and spoken-word artist HENRY ROLLINS, reflecting on his visit to the Library of Congress, *LA Weekly*, Sept. 29. ■

We Need Copyright 2.0

It's time to put the "fair" back in "fair use"

by Neal Starkey

I applaud the hard work of everyone who has tackled the thorny issues confronting libraries in the increasingly hostile ebook environment in which we find ourselves. However, I believe we are missing an essential component in any solution: copyright law reform.

At last summer's ALA Annual Conference in New Orleans, I listened to an impassioned speech by Michael Porter, founder of libraryrenewal.org and an *AL* columnist, who highlighted some of the great things we are doing to try to keep up with shifting circumstances. There has been an ALA Council resolution on the issue, as well as recommendations from a presidential task force and the creation of the Digital Content in Libraries Working Group (*AL*, July/Aug. 2011, p. 8, 49; Nov./Dec. 2011, p. 12)—all actions that are increasing awareness of the major issues, such as digital rights management (DRM), restrictive licensing, ebook-lending expiration dates, and the unexplained disappearance of titles from e-readers.

Don't get me wrong: Having good relationships with publishers, authors, and everyone else in the supply chain is important. But the only

way to guarantee lasting public access to the increasingly digitized intellectual wealth of the world is through the reform of copyright law. We need the creation of solid legal exemptions for libraries to break DRM and to own, circulate, and archive digital copies.

This is a radical view, I'm well aware. The Digital Millennium Copyright Act has done a lot to frame the DRM issue as an artists vs. pirates debate. Some might well

try to lump librarians with the pirates if we took a collective stand in favor of DRM jailbreaking. But thanks to the positive public image libraries still enjoy, such labeling would backfire.

Most patrons do not believe they hurt an author's profits by borrowing a book from the

library. As long as we try to ensure patrons' continued access to the digitized materials they seek, they won't change their minds on this point.

There is little incentive for rights holders to negotiate with us in a future in which ownership, fair use, and first-sale doctrines have been replaced with rentals and licensing. In that future, rights holders get to make all the rules, which will benefit them instead of the public interest. Whether they do or don't realize

the marketing advantages of having their products in libraries, any decisions they make will be completely up to them. The recent lawsuits against Google Books Project libraries and HathiTrust may be only the start.

If we can no longer provide information to the public because of rules and fees dictated to us by the rights holders, what purpose would we serve?

A call for a new paradigm

For many years, our collective refrain has been "Not everything can be found on the internet." While still applicable to a vast quantity of information, it is becoming less and less true every year. Perhaps our new defense should be "Not everything on the internet is free and accessible for all." Does anything speak more to the core of our profession?

I am not a lawyer or a lobbyist, and I do not know how exactly we would reform copyright law. Maybe no one is talking about this option because it seems too daunting, but I see no other option. If we cannot secure these rights, it is not only libraries that lose but also our patrons. They will lose access to the depth and breadth of human knowledge.

Without this kind of fundamental change in strategy, libraries will continue to fight a losing battle. ■

NEAL STARKEY is head technology director at the Tippecanoe County (Ind.) Public Library.



There is little incentive for rights holders to negotiate with us in a future where ownership, fair use, and first-sale doctrines have been replaced with rentals and licensing.

Bridging the Digital Gap

Mobile services can help libraries reach out to all populations

by Andromeda Yelton

Google “smartphone user.” Click on Images. What do you see? When I tried this, I saw some graphs, pictures of devices (many of them BlackBerrys), and a bunch of white people, mostly men, using smartphones, often to do business. The problem: This is a lie. It doesn’t represent the devices people use, nor who’s using them or how.

As I did re-search for my *Library Technology Report*, I discovered that many of the assumptions I had about smartphone use—based on media images (like the ones on Google) and the usage patterns of my social and professional circles—were wrong. I believe these assumptions are wrong in ways that have civic and moral significance for the provision of library services.

According to a study by the Pew Internet and American Life Project, more than 80% of American adults own a cellphone of some sort, and 40% of adults access the internet, email, or instant messaging from their phone.

Of these, a substantial and growing number are smartphone users. According to comScore, as of July 2011 there were 82.2 million smartphone subscribers in the United States. And this fraction is growing explosively—comScore’s June data

showed 78.5 million smartphone subscribers. That’s almost 4 million additional smartphone owners in one month.

What’s driving this? As someone who held out on purchasing a smartphone until April 2011, in part because I was intimidated by the iPhone’s cost, I have a hypothesis. My Android phone, after a rebate,

was around \$50—nowhere near that scary iPhone price point. In fact, as of August 2011, Sprint, Verizon, T-Mobile, and AT&T were all advertising free smartphones.

While the data plan can be a significant added expense, the cost of a smartphone itself is no longer a barrier to device ownership.

The most obvious way to leverage patrons’ mobile devices is to put content on the web. One of the compelling strengths of libraries, in our age of information ubiquity, is their hyperlocal knowledge—their ability to collect, preserve, and showcase the unique experience of a community. In other words, they can collect knowledge of local relevance, create conversations around it, and contextualize it in ways that make the experience of information especially rich for their communities.

I believe there’s something powerful about taking that ability into diverse populations. One of the tru-

isms of minority experiences is that they are not reflected in mainstream media. The Google image of white businessmen using smartphones does not reflect the statistics.

I believe libraries are unusually well positioned to surface and showcase the unheard stories in their communities. I believe librarians’ experience with outreach and technology training are valuable tools toward this end. And I believe by taking advantage of tools and ideas that already exist, we could have a uniquely powerful way to create community experiences, develop local collections, and honor patrons’ voices.

I’ve come to believe that we can, and should, be doing more than we are to take advantage of technology. Many things are easier and cheaper to implement than they seem. The opportunities we can create by being able to write only a few dozen lines of code are enormous. The services that make sense vary by population, and only your local knowledge can address that, particularly as many statistics are collected solely on a national level. But even those national statistics tell a more nuanced tale than the one that stereotypes and media images paint. They show there is potential for widespread, intriguing, and audacious use of mobile technology in library services. ■



While the data plan can be a significant added expense, the cost of a smartphone itself is no longer a barrier to device ownership.

ANDROMEDA YELTON is a member of the founding team at Gluejar. This article is excerpted from the January 2012 issue of *Library Technology Reports*.

What's in a Name?

You are what Google and Facebook say you are

by Joseph Janes

If you haven't googled the word "Santorum," now would be a good time, otherwise most of what follows won't make a lot of sense. Fair warning: What you find will be explicit, but it will also be instructive.

Now that we're all on the same page, let's examine this phenomenon. The neologism that appears first is certainly vivid and imaginative, and as we learn from the Wikipedia entry that shows up second in my search today, it's been around for several years, the product of one



Although Americans have consistently spurned the idea of a national ID card,

Facebook might be able to achieve a similar objective through the back door.

person's attempt to shame a former U.S. senator from Pennsylvania about his opinions. My opinions, such as they are, of the senator's views—from which he has not backed away—are beside the point. This is character assassination, in an almost purely literal sense of the phrase, depriving the senator of his name for all intents and purposes, since we all know that these days you are what you Google as.

There's an intriguingly meta-physical aspect to this as well. Among the debates one uncovers is whether this is an old-fashioned Google bomb (ah, those halcyon days of "miserable failure"). If you think this is an attempt to deceive people about the senator, then it is—

but not if you think it's just a new word being coined. And just how many angels did we decide were dancing on that pin, by the way?

I was planning to write about this whole business this month anyway, originally intending to connect it to Google's recent revisions of its algorithm, followed by the elimination of the "+" operator and subsequent introduction of the

somewhat-more-feeble Verbatim option. Less than half a percent of searches used the "+," and two thirds of those were incorrect, says Google, so I guess most of us

aren't in the 99% on this score.

Then, like a gift from the gods, came the story about how Facebook had changed Salman Rushdie's name on his account to his proper given name, Ahmed. He was understandably peeved, turned to Twitter to call out Mark Zuckerberg and the Facebook nomenclature hegemons, and within two hours got to be Salman again. Yay.

Coverage of this story was sympathetic to Rushdie, while also pointing out the understandable difficulties for internet hosts and providers to determine the real from the fake and the increasing trend of using Facebook in particular to sign in to other services, thus raising the stakes and importance of

somehow being able to verify identity online. This also leads to the somewhat worrying prospect that, although Americans have consistently spurned the idea of a national identity card, Facebook might be able to achieve much the same objective through the back door.

Apart from Facebook shooting itself in the foot (yet again), I was struck by how differently some people seemed to treat these two phenomena. It's okay to, um, savage Rick Santorum's name, but Facebook should let Salman Rushdie be who he wants to say he is. And we thought name authority was difficult.

As of today, more than 35,000 people had liked the "redefining Santorum" web page, and more than 5,000 had +led it on Google. Once something like that reaches critical mass, it's nigh impossible to do much about it, and Google has firmly said it doesn't mess with organic results absent illegality, which we should support. Our lesson today, then, seems to be you are who everybody thinks you are, or ought to be, which is great if that's who you think you are too.

There's a good old English word for what's been done to the senator, coincidentally connected to the act in question...but that's another story. ■

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

Providing the Tools

Bringing digital creation technologies to libraries

by Meredith Farkas

In the 1990s, libraries were pioneers in providing access to the internet in their communities. Even today, libraries are the only place some community members can get online. Over the past few years, libraries began positioning themselves as the go-to place for digital creation technologies, providing hardware and software that most people wouldn't have at home. By providing these creative tools to their patrons, libraries fill a valuable niche in the community, a niche consistent with their historical commitment to bridging gaps in technology access.

In many places, DIY and its tech-focused outgrowth, maker culture, are strongly embedded in the fabric of the community. Some libraries have sought to support these movements by circulating tools to patrons, and a few are now enabling fabrication work to happen in the library itself. Recently, Fayetteville (N.Y.) Free Library began developing a FabLab where patrons will have access to a 3-D printer that creates computer-designed plastic pieces, along with a router and laser cutter; the equipment will allow patrons to bring their product-design ideas to reality.

Libraries can also inspire patrons with hardware and software that are not quite so bleeding edge. Many

people with an interest in digital media simply can't afford the high-end tools to create a quality product. Professional video and audio recording hardware, mixing boards, and video editing software like Final Cut Pro would enable them to make movies, podcasts, music, book trailers, and so much more. Tools like Adobe In-Design and Photoshop allow patrons

to create professional-looking print publications that are a far cry from the hand-made and photocopied zines of the 1990s. Skokie (Ill.) Public Library has built a digital me-

dia lab where anyone can come in and experiment.

A growing number of libraries design such spaces and services specifically for teens. The YOUmedia lab at Chicago Public Library, often cited as a model for the creation of digital library labs, provides teens with digital video and audio production equipment and classes to learn how to use them. Some libraries even lend equipment like video cameras so patrons can record elsewhere and come back to the library to edit and create a final product. Providing such services makes it clear to young people that libraries are about so much more than books.

The Institute of Museum and Library Services is providing funds to support libraries in developing spaces for digital creation and learn-

ing for teens. Where I live, the Multnomah County (Oreg.) Library and Oregon Museum of Science and Industry received a grant to develop a Community Maker Center. Other libraries and museums will be building spaces and providing technologies that enable creative digital media production and expertise-building for young people.

Slides in the attic?

Many people have media at home in formats they can't even play anymore. At the Lexington (Ky.) Public Library, patrons can convert old VHS tapes to DVD and audiocassettes to CD. LPL also offers access to a slide scanner so people can digitize their old slides. Most people won't buy hardware they'll soon have no use for, so providing access to such tools can give old family photos and movies new life.

It's an exciting time to envision what a library should provide and think strategically about what services your patrons will find particularly valuable. Offering access to digital-media technologies that enable patrons to develop creative products provides a valuable service to a large and diverse constituency who, in most cases, could not access it anywhere else. ■

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We can fill a valuable niche that is consistent with our historic commitment to bridging gaps in technology access.



Preserving Black Academic Library History

Andrew W. Mellon Foundation grant enables Library Alliance to tout successes

By Shanesha R. F. Brooks-Tatum

With improved communications, Atlanta University Center's library is now a vibrant intellectual hub for students and faculty.

The success stories of more than 100 libraries participating in the Historically Black Colleges and Universities (HBCU) Library Alliance—involving institutions in 20 states, the District of Columbia, and the US Virgin Islands—are being captured through the Atlanta-based organization's "Preserving Our History" project.



Heeding suggestions from students and faculty, AUC's Robert W. Woodruff Library is transformed into a bright, colorful, and useful environment for all users.

The two-year effort is funded by a \$70,000 grant from the Andrew W. Mellon Foundation awarded to the alliance in January 2011. The goal is to document and disseminate the alliance's history, highlight member success stories, contribute to the literature about libraries and HBCUs, and provide a model of collaboration for other libraries, particularly in Africa and the Caribbean.

The HBCU Library Alliance, a consortium that promotes collaboration among information professionals and excellence in library leadership, was established in 2002 and continues to provide an array of training and development opportunities for member institutions, including photographic preservation, reports, assessments, and leadership workshops.

So far, the project has documented nine success stories. Here are two of those stories: that of the University of the Virgin Islands (UVI) and the Atlanta University Center.

Meeting academic needs

The University of the Virgin Islands has campuses on St. Thomas and St. Croix and serves more than 2,600 students. Established in 1962, UVI is the only HBCU—as well as the sole institution of higher learning—in the territory.

St. John, the northeasternmost island, has no college campus. UVI students who live there must travel to the island's westernmost port, take the ferry to St. Thomas, then take ground transportation (called “safaris”) to classes, a trek that can last four hours each way. It is also expensive for students with modest budgets.

After he was inaugurated in March 2010, UVI President David Hall made it a priority to connect with students and community members in St. John as well as St. Thomas and St. Croix. “When I arrived at UVI, I committed myself to figuring out what the answer would be to this problem,” Hall explained. He traveled to St. John to discover for himself the experiences of students and met with residents

to discuss other obstacles, including the lack of regular access to a library and quiet study spaces.

These discussions led to the establishment of a learning center on the island, the St. John Academic Center. UVI secured funding through an HBCU Student Aid and Fiscal Responsibility Act grant from the US Department of Education. Tina Koopmans, UVI chief information officer, along with library and IT staff, developed a plan for the center and found a location in a major shopping area on St. John. The center, a redesigned gymnasium, set a new standard for academic centers: accessible and embedded in the contours of daily life.

Students can now take classes via videoconferencing at the St. John Academic Center, where a computer lab, a small library, and other electronic resources are at their disposal. The center has the capacity for multiple daily classes from a catalog of 43 offered each semester. While not a full-service campus, the center allows students to reduce their weekly travel between the islands.

With more time to study and less money required for travel, student enrollment increased in one semester's time. “We have seen an increase in our St. John student population from 37 to 47, and we are only at the beginning of this process,” Koopmans reported.

“Many of our students arrive at UVI ill-prepared for college-level courses,” explained Judith Rogers, manager of learning resources and faculty technology services. “The library provides unique resources and strategies to help students develop in the way that they should.” The center plans to rotate staffing with librarians trained in information technology.

“The academic community is committed to St. John,” said Provost Karl Wright. “It is in our strategic interest to serve all three islands, including St. John.” In the immediate future, UVI plans to create an adult bridge program for returning learners and increase the number of course offerings.

Rogers acknowledged the importance of the HBCU Library Alliance in assisting with their library and campus goals: “Our librarians have been challenged to take on leadership roles to adapt to changing student needs, applying what they learn from the leadership institutes.”

Plan it and they will come

The Atlanta University Center (AUC) Robert W. Woodruff Library serves the oldest and largest consortium of HBCUs: Clark Atlanta University, the Interdenominational Theological Center, Morehouse College, and Spelman College. With approximately 8,700 students and 700 faculty members, these institutions make up the Atlanta University Center.

Established in 1982 to enrich the academic environment of AUC, the library for many years was not fully integrated

into the community, largely due to communication-related issues, including lack of branding, inconsistent messaging, a dated and incomplete website, and inadequate visibility on the four campuses.

The disconnection between the library and the campuses was reflected by faculty and student references to the facility as “the” library as opposed to “our” library. This perception of the library lingered until 2002, when an external review panel produced the Frye Report, which made eight equally weighted recommendations for the library’s improvement.

Loretta Parham, chief executive officer and library director, explained that the focus on communications was first and foremost, because library leadership saw communications as the heart of the organization and the essential means of moving the library’s mission forward and into the community.

“It is because of communications that we were able to get funding, to have faculty and staff become familiar with our programming, and correct the misperception that the library had nothing to offer,” Parham explained. “Communications is a catalyst—the heartbeat of the transformation. At the time we were facing the challenge, we knew that we needed a very concrete plan. We were doing some of everything, and we realized that we needed more strategy and focus.”

In 2004, the library’s first strategic plan as an independent nonprofit entity was created under the guidance of Carolyn Hart, assistant director of planning, assessment, and communications. That same year, the library hired a communications manager.

Since then, AUC Woodruff Library has made great strides in its communications. It implemented four key strategies: strengthening visual branding, identifying key messages, creating outlets to effectively disseminate those messages, and reinforcing the branding and messages through various channels. The library also began partnering with members of the academic community by participating in monthly meetings on AUC campuses and actively engaging faculty and students.

The result was threefold: streamlined communications and programming, increased and improved visibility of the library, and cutting-edge marketing. “Our communications manager recently created a new library brochure featuring a QR code,” Parham said. “This use of technology in our marketing material is something fairly new to our library. It’s another innovative way that we’re communicating with the students and faculty we serve.”

Today, the library is considered an integral part of the academic community, offering an information-rich website, newsletters, and onsite locations for librarian visits. Faculty and students now understand how the library’s goals intersect with their objectives and recognize the library as their own.

Although communications materials and strategies have improved significantly, Parham believes there is always room for improvement. She suggests libraries develop a communications plan that will generate buy-in among staff and encourage widespread participation and accountability. Parham also recommends collaborating with other libraries.

“Within the profession, there are so many opportunities, and the sharing of information is central to our field,” Parham said. “Library staff can ask for examples of great communications ideas and advice from other libraries.”

When asked to describe AUC Woodruff Library now, Parham responded, “‘Centered’ describes the library’s place and opportunity within the academic village, as the heart of intellectual discourse.”

Other projects

The seven other HBCU libraries whose success stories have been documented are:

- **Claflin University, Orangeburg, South Carolina:** “Establishing a Successful Information Literacy Program,” a program focusing on students and faculty;
- **Delaware State University, Dover:** “Supporting Effective Research with Standardized Subject Guides” for subject-specific resources;
- **Fayetteville (N.C.) State University:** “Safeguarding Institutional History through Collaboration,” focusing on preservation;
- **Savannah (Ga.) State University:** “Innovating to Ensure Excellent Customer Service,” which takes a holistic approach to innovation to ensure excellent customer service;
- **Southern University and A&M College, Baton Rouge, Louisiana:** “Streamlining Library Service Points,” with librarians working across departments;
- **University of Maryland Eastern Shore, Princess Anne:** “Creating Collaborative Study Spaces”; and
- **Virginia State University, Petersburg:** “Preserving Black History and Training a New Generation of Archivists.”

For more information about the project and participating libraries, visit hbculibraries.org. ■



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This Library Gets Everyone's Vote

Special collection preserves a "primary" tradition

By Janice Arenofsky

Reference librarians frequently get scholarly questions that challenge their library's resources. Take, for instance, "Who finished second to John F. Kennedy in the 1960 Democratic New Hampshire primary?" Google can help, but the definitive answer is available at the New Hampshire Political Library in Manchester.

Scenes from New Hampshire primary campaigns. Clockwise from top: Sen. Eugene McCarthy (D-Minn.) in 1968; President Dwight D. Eisenhower with his chief of staff (and former New Hampshire governor), Sherman Adams, in 1955; future President Ronald Reagan in 1980, with Nancy Reagan looking on; future President John F. Kennedy at a Nashua diner during the 1960 race.



Tough reference questions—from reporters, candidates, and political junkies—are the lifeblood of this nonpartisan nonprofit, founded in 1997 by former New Hampshire Gov. Hugh Gregg and Secretary of State Bill Gardner. Queries usually peak before primary and general presidential elections—the website for the New Hampshire Political Library got more than one million hits before the 2004 election. Of course, that number does not factor in the daily walk-ins from tourists and local voters. “Mostly, adults visit our interpretative center, but anyone can come,” says Neil Levesque, executive director of the New Hampshire Institute of Politics (NHIP) and the Political Library. (The two separate units merged after financial problems in 2009 forced the layoff of three library employees.)

Library visitors can interact with a permanent exhibit of the historical New Hampshire primary and various temporary exhibits such as this past June’s collection of historic artifacts, letters, and news articles in honor of the 50th anniversary of Kennedy’s 1960 win in the state’s primary. Levesque says the exhibit also features a note after the president’s assassination from Jackie Kennedy to Joseph Oliva Huot, mayor from 1959 to 1963 of Laconia, New Hampshire.

By virtue of its special library status, the Political Library has a narrow mission: to protect and preserve the record of New Hampshire’s tradition of being the first-in-the-nation presidential primary. With this in mind, the library collects everything from paper ballots (from newspapers in the 1800s), lapel stickers, banners, and signatures to a copy of the New Hampshire-born 2004 campaign slogan, “Date (Howard) Dean, Marry (John) Kerry.”

Levesque also leads at least one visitor tour a week through the library and institute’s shared and spacious 20,000-square-foot accommodations on the Saint Anselm College campus. After the merger in 2011, the library relocated there from its previous site in the Pierce Manse building in Concord, New Hampshire. “I recently spoke to the Lebanese delegation from the State Department,” Levesque says.

Currently solvent—thanks to federal grants and private donations—the library stores 90% of its approximately 30,000-item collection in a temperature-controlled room at the State Library in Concord. Because the artifacts are not fully cataloged—that project is on the digital back burner, budget permitting—when a scholar or author requests something, the archivist must physically retrieve it from its designated location.

Memorabilia unearthed

“There are many thousands of items of memorabilia contributed by New Hampshire activists,” says Levesque, noting they are the most common source of acquisitions. “When key activists pass away, we often get their papers.” Often

unearthed from barns, attics, and other inhospitable nooks and crannies (where they are frequently damaged by insects and dampness), donations include handwritten notes, campaign buttons, bumper stickers, and posters. There’s a “Lobsterman for President” poster, sponsored by the Crustacean Liberation Front, and a psychedelic poster from George Romney’s 1968 election. Videos document famous sound bites such as Ronald Reagan’s “I am paying for this microphone” campaign quip in Nashua in 1980.

There’s a “Lobsterman for President” poster and a psychedelic poster from George Romney’s 1968 election.

Levesque particularly prizes the library’s 3,000 photographs—a small number are displayed on the library website—which feature such political luminaries as John Foster Dulles, Henry Cabot Lodge, George McGovern, and Mo Udall. Several rare, unpublished shots show Lady Bird Johnson at a 1968 campaign clambake and a 1952 photo of Sen. Robert A. Taft scowling at a live chicken. Even family events, such as campaign visits by Elizabeth Edwards and Joe Lieberman’s ailing mother, become permanent visual records.

The library also archives campaign strategy notes, such as those between former President Bill Clinton and New Hampshire activists. Other artifacts include email printouts from Sen. John McCain’s presidential bid, presidential trading cards, papers from Harold Stassen’s campaign manager, and an academic thesis on the media’s misjudgment of Ed Muskie’s “tearing up” in 1972, which has its counterpart in footage of Hillary Clinton’s exhausted “tearing up” at a New Hampshire restaurant in 2008.

Some acquisitions defy easy classification—collectibles such as Eisenhower golf tees and a pair of “I like Ike” sunglasses, a Jack Kemp football, Sen. Lamar Alexander’s trademark lumberjack shirt, a beer bottle from Maurice Taylor’s 1996 Republican campaign, a George H. W. Bush squeaky toy, and a folk sculpture portraying candidates from the 1996 election in a boxing ring. New items arrive every week, says Levesque, increasing the collection by 5%–10% each year. Still, the library director says, more Democratic campaign literature is needed.

Many donations come from lesser-known campaigners—for example, Republican primary candidate Bill Wyatt’s homemade T-shirt; a trading card with the image of real estate broker and Alaskan state legislator Andre Marrou; and the tongue-in-cheek wardrobe of Republican presidential candidate Vermin Supreme (his legal name).

Supreme’s unique reputation is based on his mocking New Hampshire presidential primaries since 1988. In 2007 he donated a portion of his costume accessories to

GENESIS OF A LIBRARY

Founded in 1997 by former Republican Gov. Hugh Gregg and Secretary of State Bill Gardner, the New Hampshire Political Library was initially named the Library and Archives of New Hampshire's Political Tradition. According to Michael Chaney, library director from 2001 to 2009, two departments—the State Library and the Archives—joined forces to assist local officials and act as a source of information for the media, students, and scholars.

The “long tradition of the New Hampshire primary attracted a lot of press,” says Chaney, “especially when candidates filed.”

At first the library, with a first-year operating budget of \$163,000, occupied a reading room off the main floor of the State Library in Concord, across the street from the Capitol building. Seed money flowed from private donations such as a July 1999 \$500-a-plate dinner in Washington, D.C., attended by 400 people who traded political stories such as Gov. George Romney's 35 tries at knocking down one remaining pin during a 1968 candlepin bowling event.

Gov. Gregg personally assembled the library's core collection—materials from 150 or so political supporters, including local activists, party delegates, and former presidential candidates. Under Library Director Michael York's guidance, reference librarians processed election-related documents (which included papers from Harold Stassen's campaign manager, current Sen. Jeanne Shaheen, and an account of Gary Hart's 1984 presidential run) into a searchable electronic database.

That was the genesis of the research library, Chaney says: “a straightforward realization of a public program to encourage the running of the first elimination contest in the nation.”

the library. Despite their absurdity, these acquisitions—an emperor suit with flipper-like epaulets, a plastic leopard-print cape, a footlong toothbrush (dental hygiene is part of Supreme's platform), and a boot worn while filing his candidacy—are historically valuable.

A wry humor insinuates its way into most New Hampshire primaries. For example, political cartoons and illustrations—many from the *Manchester Union Leader*—mention the “New Hampshire Primary Game.” Like many board games, the “primary game” includes wild cards—for instance, a college student volunteer landing

on a wild card might have to explain his or her candidate's position on the nuclear freeze. There's an automatic 20-point deduction for lame responses like “The candidate is still studying whether freezing is the best way to solve nuclear waste disposal problems.”

Programs keep interest alive

In addition to maintaining a specialized collection, the library hosts many programs and events throughout the year—as many as six to eight forums each week. The “Politics and Eggs” breakfast gives candidates, national leaders, and policy-makers an opportunity to talk with New Hampshire power brokers from business, education, and government, and the annual New Hampshire Primary Award honors those who helped perpetuate the primary. In September 2011, for example, Sens. John McCain and John Kerry were honored, as was the late *Washington Post* reporter David Broder. The “Conversation with the Candidate” series, sponsored by the library and local TV station WMUR, invites presidential candidates to a one-hour taping led by a news anchor, followed by questions from the studio audience as well as the internet.

The newest program, “Kids Voting”—a multistate K–12 civics program that debuted in 2008 in 11 New Hampshire cities and towns—is resuming for the 2012 election. As part of the national Kids Voting USA program, the state program combines curricular lessons with a real-life voting experience at the polls on Election Day. The library also partnered with the Londonderry School District to design lessons and produce a 30-minute DVD on the history of the New Hampshire primary.

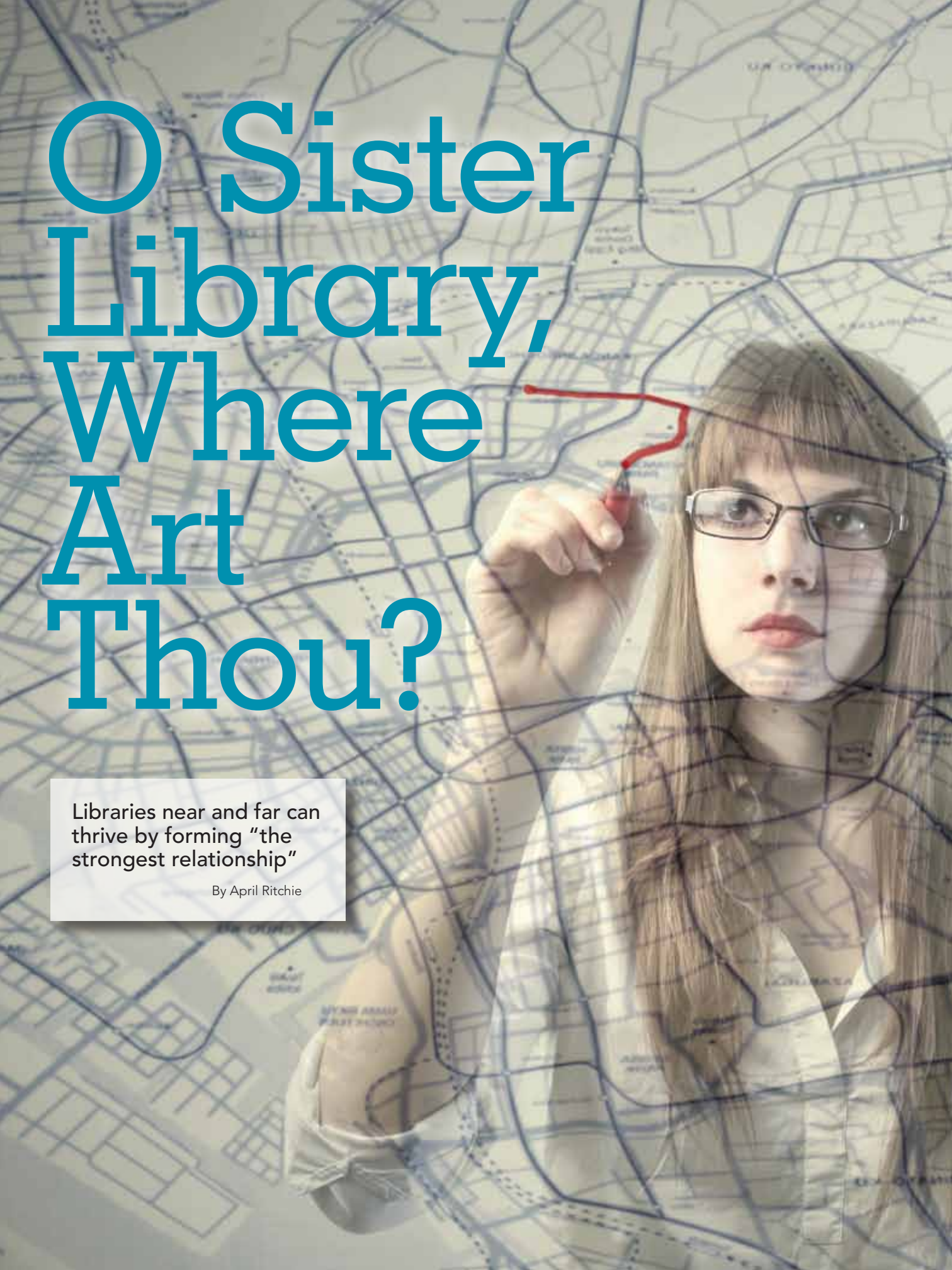
In June 2011, the library hosted the CNN Republican presidential debates. Fifty volunteer student ambassadors from Saint Anselm College assisted library staff. “They greet and introduce the candidates and hand out information,” says Levesque, whose past duties have included meeting Bill Clinton, George W. Bush, and Army Gen. David Petraeus. He notes that the dignitaries “are different when they're not in front of the camera.”

Several years ago Barbara D. Miles, former archivist of the New Hampshire Political Library, wrote in the New England Archivists (NEA) newsletter that she felt honored to meet the political candidates and to participate in an “exercise in freedom.” She added, “As an archive devoted to the first-in-the-nation presidential primary, the New Hampshire Political Library is second to none.” ■



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O Sister Library, Where Art Thou?



Libraries near and far can thrive by forming “the strongest relationship”

By April Ritchie

"Sisters function as safety nets in a chaotic world simply by being there for each other."

—Carol Saline and Sharon J. Wohlmuth
coauthors of *Sisters* (Running Press, 2004)

What if libraries, like sisters, could be there for one another? What if public libraries with more resources partnered with underfunded ones to help them reach their fullest potential? Across the country, our libraries are only as strong as our weakest links. In many cases, our weakest links are libraries lacking adequate resources—often, but not always, in rural areas. A new model for enhancing library services in these more vulnerable areas is emerging in Kentucky, a state with libraries at both ends of the economic spectrum.

According to Margaret Mead, "Sisters is probably the most competitive relationship within the family, but once the sisters are grown, it becomes the strongest relationship." Traditionally, libraries have had a healthy appetite for friendly competition. We strive to be number one in the various library rankings, to be Library of the Year, high in the HAPLR ratings, or, at the bare minimum, to be better than the library in the next city or county. We aim for the highest circulation statistics or to have the most people walking through the door. This congenial competitiveness keeps us on our toes and helps us take pride in our work, and that is good for everyone.

For libraries to reach their fullest potential, however, the time has come to take a broader, more mature perspective and strengthen our ties with other libraries. Sister library partnerships are now taking hold and are in a position to become those strongest relationships as described by Mead.

Pairing up for strength

The Kentucky Sister Library Project (KSLP) is succeeding in fostering substantive, meaningful, and mutually beneficial relationships between in-state libraries. KSLP differs from traditional sister library relationships in two important ways. First, sister library relationships usually involve pairing up with a library outside the United States. In the KSLP model, libraries in-state partner with one another. The second key feature in the KSLP model is economic disparity; libraries with adequate finances are paired with libraries of limited assets.

The tag line for the project is "Libraries Helping Libraries." In the current economic climate, with rampant budget cuts, this phrase carries urgency, and arguably, professional obligation. "Libraries are in danger of becoming irrelevant (at least from the public's viewpoint) and it's going to take a united effort to achieve relevance

and efficiency going forward," observes Chris Sinnett, former director of Carter County Public Library (CCPL), which is headquartered in Olive Hill.

Sinnett speaks from experience, as his library, one of the last to be formed in the state, was one of the first to be involved in this project. With few staff members, a meager budget, and (according to data from the Kentucky Department for Libraries and Archives) a collections expenditure of 20 cents per capita, the library had nothing to lose by being part of the experimental endeavor. A year and a half later, CCPL and its sister library, the Kenton County Public Library, headquartered in Fort Mitchell, are still happily engaged in their pioneering partnership. Seeing this as a viable model, eight other Kentucky libraries are now participating in their own sister library partnerships, with additional libraries expressing interest.

After two libraries agree to enter a partnership, they need to receive their boards' approval via the Sister Libraries Agreement form. The form is not a contract but simply solidifies the agreement in writing. It also outlines the terms and expectations of the agreement.

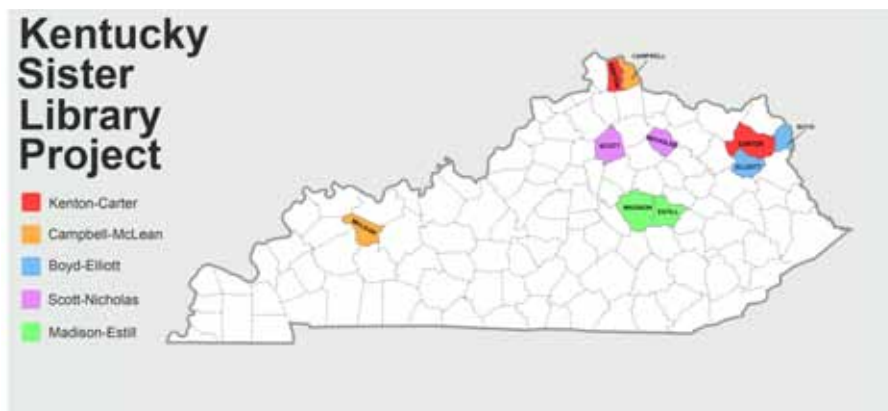
An initial get-to-know-one-another meeting between key participants should be arranged. Often, it is easier for the employees from the better-funded library to do the traveling, due to staffing constraints at many cash-strapped libraries. Additionally, sister libraries should probably not be located more

than about two hours away from each other, although this is simply a guideline. Day trips become difficult for workers when the distance between libraries is too far, making activities such as staff exchanges a logistical problem.

This first meeting is a good time to come up with a list of needs that the underfunded library could use help with. For example, does it need website assistance or help with writing policies? The possibilities are endless. Once several projects have been decided on, the next step is to figure out a plan of attack. Who will work on the projects? What will the time frame be? What are the goals and objectives of each project? After the trial period is over, the libraries will need to assess the success of the work they've done together and decide whether or not to continue. If they decide to move forward, this is the time to come up with a new set of projects.

The process is fairly straightforward. However, from experience, I have learned that it is best to keep a flexible mindset because the best-laid plans (projects, goals, objectives) are often interrupted by unforeseen circumstances. Timelines get pushed back, meetings get delayed, and projects get put on the back burner. For example, during my library's first partnership year, one of our sister library's buildings was destroyed by a flash flood.

What if public
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fullest potential?



The 10 libraries that have partnered with one another so far in the Kentucky Sister Library Project are color-coded on this state map to indicate which libraries are working together. Kentucky has 120 counties, the fourth highest of any state, and many of those counties are served by libraries that are sparsely funded.

The damage was devastating. We did not know if our partnership would survive. Fortunately, it did, and it is as strong as ever.

A two-way street

In the early stages of the relationship, Sinnett asked how Carter County's sister library, the larger Kenton County Public Library, was going to benefit from the partnership. This seems to be a common question; it is easy to see the benefits for the library with fewer dollars, but the advantages for its sister library are not so apparent. Yet, in some ways, the better-funded library stands to gain a great deal, especially in terms of staff development.

"We have as much to learn from this partnership as we have to give," asserts J. C. Morgan, director of the Campbell County Public Library in Cold Spring, one of the first libraries in Kentucky to join KSLP. Campbell County's partner is the McLean County Public Library in Livermore, the most recent library to be formed in the state. For their first project, employees from Campbell County traveled to McLean County and worked there for a week cataloging books. Ultimately, its staff cataloged more than 1,600 books for McLean's bookmobile.

Indeed, traveling to another area of the state and working in a different library is an eye-opening experience. Dave Schroeder, director of the Kenton County Public Library, states, "The project has been wonderful for our staff, especially those who were able to work for a day at the Carter County Library. Our staff members were able to experience the similarities and differences of working in a rural library."

Gaining momentum

What started as an experiment involving two libraries has begun to come into its own as a recognized program statewide. Now that the Kentucky Sister Library Project includes multiple library systems, it has found a home under the umbrella of the Kentucky Public Library Association. Word of mouth has been key to the success of the project, with directors talking to one another at meetings, conferences,

and other venues. The library regional consultants for the Kentucky Department for Libraries and Archives have been supportive, spreading the word to the libraries in their service regions. Over the last year, the project has also gained momentum through the encouragement and enthusiasm of numerous library lovers throughout Kentucky, from State Librarian Wayne Onkst to library directors, board members, Friends groups, and front-line staff. It truly has taken a village to bring the project this far.

And the future? "It would be nice to see a nationwide chain of libraries that actively share resources and information and work together in a dynamic manner," says Sinnett. In fact the groundwork has been laid for such a concept to become a reality: It is already flourishing in Kentucky, with real-life models to learn from, which gives public libraries all across the country a template to use for creating their own sister library partnerships. Libraries with more resources now have the opportunity to assist those with fewer resources through this exciting new approach.

"The history of how public libraries have developed has always been fascinating to me," Schroeder notes. "From Andrew Carnegie to Bill and Melinda Gates, public libraries have traditionally relied on benefactors to become firmly established. I saw this project as a way for us to provide a similar helping hand to Carter County."

What if every library that could lend such a helping hand actually did? This could be the shot in the arm the public library world needs—not just to survive, but to thrive. Libraries themselves can be part of the solution by ushering in a new era of "strongest relationships," a sisterhood of in-state alliances working together to carry on the library tradition.

For more information, visit kpla.org. ■



APRIL RITCHIE founded the Kentucky Public Library Association's Kentucky Sister Library Project and serves as the coordinator for the program. She is the adult services coordinator at the Erlanger branch of the Kenton County Public Library.

Observe, eavesdrop, ask—
and the books will fly off
the shelves

By Alan Jacobson



Building Displays that Move the Merchandise

Displays are hit or miss. So often we throw together a bunch of books on a theme. In our flurry to pull just the right items and create beautiful signage to market the display, we get lost in the process and fail to ask ourselves important questions. Will patrons find this useful? Should it be permanent?

If the display empties quickly, it is deemed excellent. If not, it is a failed experiment. Either way, we head to the next imaginative idea, without giving much thought to the last one.

Once the display is fully stocked, we walk away. Whether the books circulate is not as easy to determine as it seems. We see the display empty. But did people actually check them out? A concerned party, whether patron or colleague, could have yanked something due to its condition, appropriateness, or because it just seemed glued to the display.

A new method of approaching displays is called for:

- Assess need.
- Determine location.
- Create marketing materials.
- Construct the display.
- Install it.
- Keep it there; but adjust for success or failure.
- Continue with what works.
- Drop what does not.

These easy guidelines sound like common sense—although we know there's hidden work in what seems too easy—but following them normalizes workflow, capitalizing on and refining ideas that otherwise simply disappear.

If you build it, they will borrow

What is your community's need? Put a microscope on it. At Oak Park (Ill.) Public Library, we have a very successful children's department. Hundreds of parents and caregivers filter through the children's area every day, never making it further into the library, failing to experience what the rest of the library has to offer. Long ago (before my time), the fiction department put a cart of books there for adults to page through during storytime. Time would

pass and the cart stayed at capacity, a work of art no one wanted to disturb. A great concept but an ineffective investment of resources and an unattractive way to present only one type of material.

I took this idea and expanded it. Like Atticus Finch, I observed and tried to relate. I walked a mile in that nanny's sneakers as she sees her charge finally settle down with an educational video game. Okay—it wasn't that easy for me to relate. But I determined that while I could not possibly intuit exactly what a busy parent or caregiver needs, I could aim for enough variety so there would be something for everyone, bringing the library to these patrons since they often cannot explore beyond the children's department.

First I had to get buy-in. Chain of command is vital to libraries, perhaps as a consequence of the organization necessary to the work. In other words, to cover my tail, I sought manager approval. My manager approached department heads on my behalf. Would we be able to place high-demand nonfiction next to our fiction? Would we be able to use some of the children's department's shelves? Would it also be okay to house DVDs, CDs, and audiobooks down there? Now on to a status code. We settled on "Mixed Display—Children's." After clearing everything with all possible concerned parties, a signage expert in the children's area created an attractive attention grabber. Further buy-in from this department, which had to live with the display, was also essential—especially because they occasionally "fluff" the display when I can't.

With all ducks in a row, I built the display, titling it Good 2 Go 4 Grownups, to reflect both audience and residence. I sought high-demand, newer items in all formats: kind of a tall order. I haunted the returns room, checked bestseller lists from past months, got in touch with my softer side. I loaded Good 2 Go with things I thought would move. That was the only slip-up. Relying on (faulty) intuition rather than (scientific) assessment was a mistake.

The art of tweaking

Good 2 Go 4 Grownups initially held 68 items, only 16 of which moved within a week. Another week passed and only 13 circulated. Old stuff grew even older—and fast. A quick psychological study of the average adult patron in the children's department led me to understand the neophilia inherent in their browsing. I determined that this display needed to be refreshed regularly, maybe even weekly.

The technique that worked best was to fill thoughtfully, tweak as necessary, and then eliminate what didn't work. Audiobooks failed to move. I tried different titles over the following weeks. Still nothing. The week I removed them altogether, display circulation numbers jumped 10%.

Graphic novels worked at first. Most of the stuff I placed, from *Persepolis* to Adrian Tomine, floated right off the shelf. After a while, those interested in this vital art form apparently decided to move away from Oak Park. So I occasionally leave a few for variety, omitting artists like Julie Doucet and R. Crumb, just in case wee ones mistakenly think these very adult “funny books” are for them.

Because of high turnover, I stocked the top shelf with movies. Deciding what kind of film to stock required careful study. From *Casablanca* to *To Catch a Thief*, classic films did not move. Did this mean parents wanted films for after bedtime? Maybe. Did it mean they didn’t care if junior walked in the room? No. The masterfully uncomfortable *Happiness* was challenged, so I took it down. Someone punked my display with *The Hills Have Eyes* and *Terror Town*. Horror and sex and wild inappropriateness, oh my! Whoever stocked them—adult films, classics—these types of films all failed to move.

Unsurprisingly, what did work were hot items. I am of the mind that displays can be used to highlight the dark corners, the neglected, the otherwise obscure gems, with librarians affording patrons the serendipitous discovery of a new favorite author, musician, or director. But not in this display. From *Bridesmaids* to *Bad Teacher*, a Red Box mentality was one that I had to adopt. Romcoms (romantic comedies) were a sure hit. Whether youthful Jake Gyllenhaal or rugged Kevin Costner stared doe-eyed out of the box, it didn’t matter. Sweet escape was the appeal.

Once the massive success of this display was apparent—a 90% turnover rate of all 100 items, but 10 circulating during any given week—the children’s department suggested we double the display space. I added magazines for patrons both to glance through and to check out. Nonfiction was a surprising mover, so I threw in a lot more coffee-table books, the kinds parents like to look through with their kids. For fiction, the best movers continued to be the hot books such as *The Help* or anything by Jodi Picoult. But surprisingly, mysteries—even those by Janet Evanovich and James Patterson—did not circulate. What I did stock was fully determined by observing behavior (circulation) and listening to patrons, with mixed results.

The feedback that counts

On a weekly fill run, I invariably bump into a patron looking over the Good 2 Go display. Still striving to learn what these patrons are all about, I try subtly to ask what they

want—although they often simply wish to be left alone to browse. I listen (then eavesdrop). I ask again. But I get as many misleading bits of advice as helpful tips.

A patron enthused about Jane Austen, wanting the display to overflow with Austenalia. While she loved Jane dearly, she was the only one passing through the children’s department of the Oak Park Public Library who did. Even the hit film *Becoming Jane* didn’t circulate. The Brontës stuck to the display like glue. Don’t even ask me about *Pride and Prejudice* and *Zombies*. ...

One woman wanted cookbooks. She never returned to check them out. Another told me chick lit would be great. Apparently not great enough for her fellow patrons: Paperback romances also seemed to be made of lead.

One person changed my life when she requested “light *People* magazine-type stuff.” A revelation. Before that, I had been stocking Oprah’s picks (*Middlesex*), Generation X authors (Auster, Boyle, Chabon), world literature (Nabokov, Roth), and hipster music (Bloc Party). I then shifted gears from the critics to the bestseller lists. The goal I

finally achieved was continuing with the mighty Oprah, authors like Elizabeth Berg, adapted works (*Atonement*), the Beatles, well-known rap and alternative acts (Ludacris, Björk), and seasonal items—and all in a thoughtful, flexible, sensitive manner to meet the patrons where they are and provide subtle, gently attentive customer service.

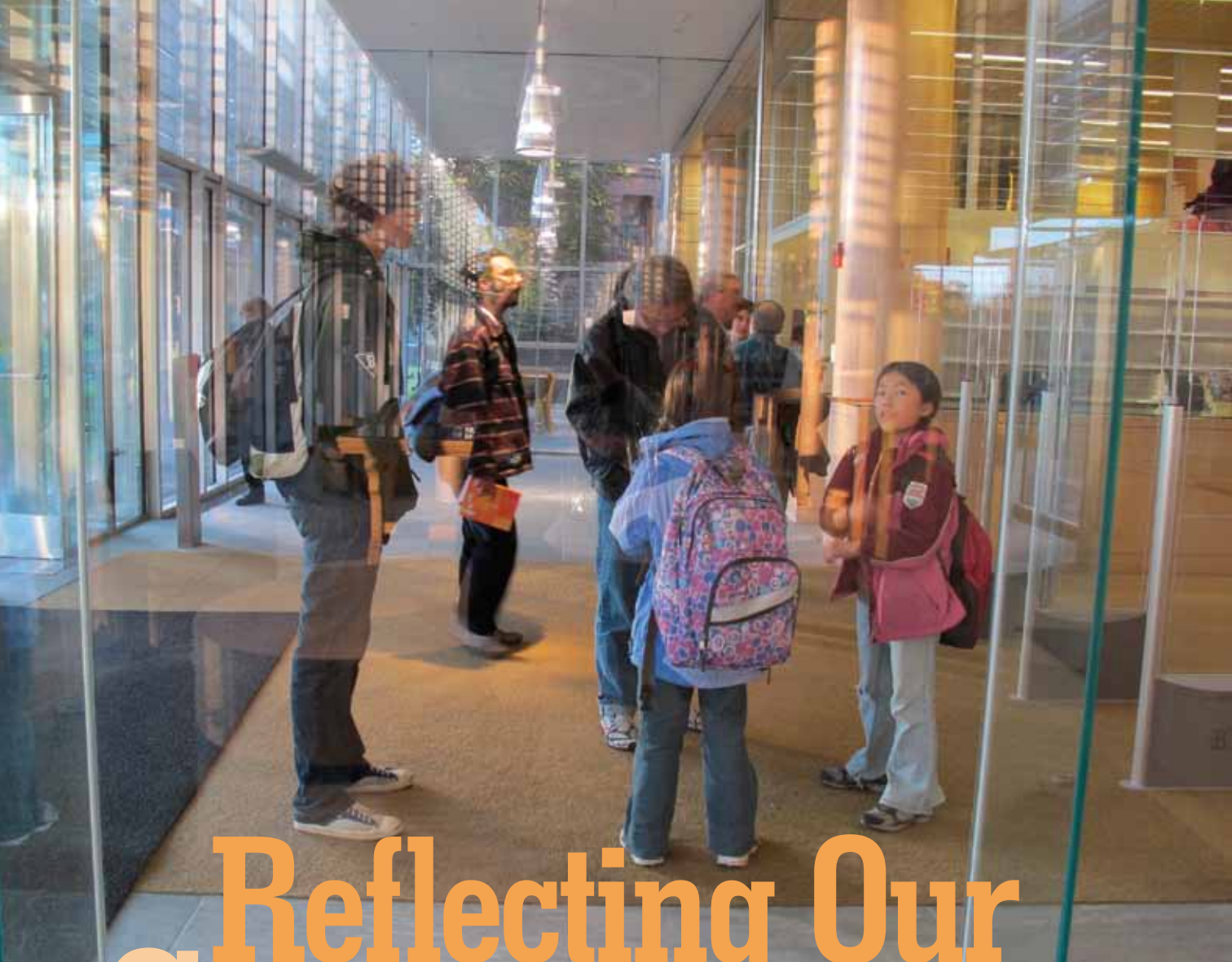
Share the love

When I take vacation, colleagues need to fill the Good 2 Go 4 Grownups display. I carefully choose a person knowledgeable in popular materials and then train him or her to peruse the returns room and eavesdrop at the display. A woman was browsing. Interrupting her peace in the interests of pinpointing patron need, I made small talk, asking if she’d like to see anything different. She replied that she always found great stuff—stuff she didn’t know about—and that she was very impressed at what she called a “great innovation” we’d made in service for our patrons. I thanked her and told her that I’d pass it along. ■



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

What I stocked was fully determined by observing behavior (i.e., circulation) and listening to patrons—with mixed results.



Reflecting Our Communities

Brooklyn College Library's internship program opens doors and minds

By Kate Angell, Beth Evans, and Barnaby Nicolas

Few would disagree that a diverse work force makes us better stewards of the communities we serve. It enhances our ability to respond to an increasingly changing world of patrons, strengthens relations with our communities, and expands the creativity of our libraries.

Window to wonders: Visitors experience the reinvented Cambridge (Mass.) Public Library at its October 2009 reopening, and are reflected in the moment.

Photo: Edward Lifson

The Intern Experience



BARNABY NICOLAS

Working at the BC Library was a valuable and rewarding experience. During my undergraduate years, I had worked as a student assistant in the main library of my college and was therefore already familiar with a library work environment. However, it was the internship that expanded my understanding of the profession. I was able to employ fundamental concepts and theoretical principles I learned in the classroom and in my work experience in order to complete projects and tasks assigned to me. For example, I put to use my BA in Africana Studies by assisting the intern supervisor with collection development duties in the Africana Studies subject area.

By participating in projects with library interns and BC Library faculty, I gained insight into how collaborating with librarians with diverse experiences can result in efficient completion of projects and library activities.

Assisting at the reference desk as an intern was a novel experience for me. Though I had previously worked in circulation as a student assistant, helping patrons with routine questions, I discovered that being stationed at the reference desk as a soon-to-be librarian was an entirely different experience. While working at the desk, I noticed that virtually all the patrons I encountered thought nothing of asking me directional questions and for help with the online catalog. However, I realized that several patrons—especially those from underrepresented populations—were taken aback when they realized I could be a librarian in a position to assist them with their reference and research queries. It became clear to me that my physical appearance made me stand out from the BC Library faculty they were familiar with. Not only am I an African-American, but I turned 23 during the course of my internship and am noticeably younger than my colleagues.

During the internship, my goal was that patrons would leave the library satisfied with my service. I believe great customer service is beneficial in making patrons, especially those with diverse backgrounds, feel more welcome and less apprehensive about asking for assistance, while at the same time tackling stereotypes about what a librarian looks like.

While efforts to diversify the profession have improved in the past quarter-century, librarianship remains relatively monochrome. ALA's 2006 *Diversity Counts* report, which surveyed 110,000 librarians at a wide range of institutions, found that 88% of respondents were white and 82% were women.

Libraries can help address the imbalance by offering internship programs that devise concrete strategies to recruit students of varying gender identities, ethnicities, sexual orientations, physical abilities, and other backgrounds. The three of us were lucky enough to be part of one such program in summer 2009 at the Brooklyn College Library.

The lack of diversity among full-time librarians in the BC Library is as noticeable as the contrasting diversity among the student body. The college's student population is approximately 29% non-Hispanic white, 18% black, 10% Asian, 8% Hispanic, and the rest undeclared or other. By sharp comparison, the BC Library faculty is 95% white and 5% Asian.

But diversifying the library faculty is as challenging for BC as it is at similar institutions. The library's appointments committee must contend with the complex realities of rigid hiring processes and infrequent vacancies. Consequently, a library that serves a highly diverse public urban population, as BC does, is likely to see slow

change in its attempts to better reflect that population—even as student demographics continue to shift with the arrival of new immigrant groups seeking opportunities for themselves and their children.

The BC Library internship program is fortunate to draw on graduate students attending the five library schools in the New York City area, as well as students attending programs elsewhere who are spending time in the city or who live in the area but are studying via distance learning. A significant number of New York City high school students, BC undergraduate students, and MLS graduates have also interned at the BC Library. As a result, the library's internship program has benefited from the diversity of the next generation of students who are interested in professional careers as academic librarians and are looking for site placement in New York City.

The summer 2009 intern cohort worked on a broad range of projects. The interns' presence at the reference desk and in other areas of the library offered BC students a chance to identify with those serving them and gave them an opportunity to experience the academic library as a less alien and forbidding place.

Recruiting teens

Brooklyn Public Library also offers an internship program, but it has one significant difference: Participants in its

The Intern Experience



KATE ANGELL

As a librarian who identifies as queer, I have always found it important to use my position as a member of the LGBTQ community to have a positive impact on this population of patrons and researchers, as well as on LGBTQ collections. This belief informs my professional trajectory—I am presently a reference librarian at a small liberal arts college and have the privilege to help develop a collection on gender/queer studies. I also frequently meet patrons who are undertaking research projects that involve queer issues. Over the years, LGBTQ individuals have faced discrimination from a multitude of systems and institutions, including medical, legal, and religious. As part of undoing and rejecting this discrimination, we must maintain a solid presence in the

fields that create and retrieve information: libraries and archives.

My experience at BC, which was my first academic library internship, provided me with a strong foundation for combining activist ideologies with professional practice. In particular, participating in the 2010 National Diversity in Libraries Conference with the other two interns and our supervisor deeply affected my commitment to carving out a place for LGBTQ individuals in the LIS profession. Barnaby and I traveled to Princeton University for the conference, where we presented a poster that detailed our duties at Brooklyn College and steps academic library internship programs could take to diversify LIS staff. I also had the opportunity to attend panels that spoke to facets of identity less frequently discussed in library literature, such as issues raised in the panel “The Embodied Teacher: Fat, Queer, Disabled Authorities,” presented by Emily Drabinski, Lia Friedman, and Alana Kumbier.

As a reference librarian fully open about my identity as a queer woman, I demonstrate to society and my user community that the profession need not be dominated by people who identify as heterosexual. I view myself as an advocate as well as a comrade and want the LGBTQ community to be aware that those consuming the information (patrons) are well represented by those moderating and teaching it (librarians).

Multicultural Internship Program (MIP) are all teens interested in library careers. They receive paid internship positions at BPL's branches and gain firsthand experience in the field.

As BPL's Jennifer Thompson wrote in the February 2011 *Voice of Youth Advocates*, “We recognized BPL's work force wasn't as diverse as the populations we serve. By involving members of our diverse cultural and linguistic communities, we felt we could better serve Brooklyn's needs.” While this leading-edge librarian is not the first to elucidate librarianship's ongoing inability to reflect the greater community's varying social, cultural, and economic identities, Thompson and her staff accurately describe the importance of recruiting young people to help diversify the profession.

While the funding for MIP came from the Institute of Museum and Library Services, other prominent LIS organizations have also understood the importance of undertaking similar projects. The American Library Association's Office for Diversity offers an annual Diversity Research Grant. The grant program, which began in 2002, aims “to address critical gaps in the knowledge of diversity issues within library and information science.” Three winners are selected every year, and each person receives cash grants to conduct original research as well as present his or her findings at the

ALA Annual Conference. This program illustrates that financial and professional support exist for those committed to diversifying the many facets of librarianship, such as improving services for patrons with disabilities (Clayton Copeland, 2009) and examining the information needs of day laborers in Los Angeles (Diana Tedone, 2009).

Linking library school students and academic libraries through internship programs can help efforts to diversify the profession. Research has shown the need for diversity in all types of libraries. Library staff should reflect the increasing heterogeneity of the United States—and the temporary infusion of interns working side by side with full-time permanent staff will help in reaching that goal. ■



KATE ANGELL is reference librarian at Sarah Lawrence College. She holds an MLIS from St. John's University and blogs at: somebodysautobiography.wordpress.com. BETH

EVANS is associate professor/electronic services librarian and internship coordinator at Brooklyn College of the City University of New York. She holds an MLS from Queens College. BARNABY NICOLAS is library circulation manager and reference librarian at Mount Sinai School of Medicine. He holds an MSIS and a BA from the University at Albany, State University of New York.

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JOIN US FOR OUR OPENING DAY RECEPTION

FRIDAY, JUNE 22, 2012, 5:30 PM - 7:30 PM IN THE EXHIBIT HALL

NEW SCHEDULE IN 2012

President's Program and ALA Awards Presentations - SUNDAY, JUNE 24, 3:30 PM - 5:30 PM

Closing General Session and Inaugural Event - TUESDAY, JUNE 26, 9:30 AM - 11:00 AM

Inaugural Brunch - TUESDAY, JUNE 26, 11:15 AM - 1:00 PM

Please visit www.ALAANNUAL.org for up-to-date information

PRESIDENT'S PROGRAM and ALA AWARDS PRESENTATIONS

NEW IN 2012 the President's Program will also include presentations of ALA Awards.

Join ALA President Molly Raphael for this expanded and enhanced afternoon celebrating ALA award winners.



Credit: Michael Piazza

JODI PICOULT & SAMANTHA VAN LEER

SUNDAY, JUNE 24, 3:30 – 5:30 PM

Jodi Picoult is the author of eighteen novels, including the #1 New York Times bestsellers *House Rules*, *Handle With Care*, *Change of Heart*, *Nineteen Minutes*, and *My Sister's Keeper*. Her new book, *Lone Wolf*, comes out in February 2012, and her first YA novel, *Between the Lines*, written with her daughter Samantha Van Leer, comes out in June 2012. She lives in New Hampshire with her husband and three children. Visit her website at www.jodipicoult.com.

Samantha Van Leer is a junior in high school, who conceived the idea for *Between the Lines* and pitched it to her mom while she was in the middle of a book tour. In her spare time, she can be found playing softball, doing contemporary dance, acting and singing in musicals, and cuddling on the ground with her two dogs, Dudley and Oliver—for whom the prince in this fairytale was named.

Sponsored by Simon & Schuster

SPECIAL EVENTS

Closing General Session and Inaugural Event

TUESDAY, JUNE 26, 9:30 AM – 11:00 AM

Make sure not to miss the exciting Closing General Session. New this year, ALA President Molly Raphael will pass the gavel with the introduction of the 2012–2013 ALA President Maureen Sullivan and Division Presidents. Please visit www.alaannual.org for up-to-date information.

Inaugural Brunch – NEW TIME

TUESDAY, JUNE 26, 11:15 AM – 1:00 PM

Join ALA President Molly Raphael in honoring incoming President Maureen Sullivan and Division President-Elects at this new exciting Inaugural Brunch.

The reduced ticket price encourages all to attend.

AUDITORIUM SPEAKER



JOHN IRVING

SATURDAY, JUNE 23, 8:00 – 9:00 AM

The World According to Garp, which won the National Book Award in 1980, was John Irving's fourth novel and his first international bestseller; it also became a George Roy Hill film. Tony Richardson wrote and directed the adaptation for the screen of *The Hotel New Hampshire* (1984). Irving's novels are now translated into 35 languages, and he has had nine international bestsellers. Worldwide, the Irving novel most often called "an American classic" is *A Prayer for Owen Meany* (1989), the portrayal of an enduring friendship at that time when the Vietnam War had its most divisive effect on the United States. In 1992, John Irving was inducted into the National Wrestling Hall of Fame in Stillwater, Oklahoma. (He competed as a wrestler for 20 years, until he was 34, and coached the sport until he was 47.) In 2000, Irving won the Oscar for Best Adapted Screenplay for *The Cider House Rules*, a Lasse Hallström film that earned seven Academy Award nominations. Tod Williams wrote and directed *The Door in the Floor*, the 2004 film adapted from Irving's ninth novel, *A Widow for One Year*. *In One Person* is John Irving's 13th novel.

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Wrap Up/ Rev Up Celebration

TUESDAY, JUNE 26TH, 2:15 PM – 3:15 PM

Come celebrate the wrap up of the Annual exhibits and rev up for a spectacular 2013 Midwinter Meeting in Seattle, at our popular Wrap Up/ Rev Up celebration! Keep the party going, as we move from the exhibit hall to the Arena for entertainment and prize giveaways! The party starts in the exhibits hall and ends in the Arena.

Now Showing @ ALA Film Program

Back by Popular Demand, the "Now Showing @ ALA Film Program" will offer a variety of films and documentaries throughout the day from Friday through Monday.

Please check www.alaannual.org for the movie titles and show times.

In the Exhibit Hall

NEW 2012 EXHIBIT HOURS:

FRIDAY, JUNE 22, 5:30 - 7:30 PM

SATURDAY, JUNE 23, 9:00 AM – 5:00 PM

SUNDAY, JUNE 24, 9:00 AM – 5:00 PM

MONDAY, JUNE 25, 9:00 AM – 2:00 PM

Four stages to choose from with presentations from leading authors and experts:

- Live @ Your Library Reading Stage, with live readings from popular and up-and-coming authors
- What's Cooking @ ALA Cooking Demonstration Stage and Author Autographing
- PopTop Stage – Popular Topics, Every Day featuring the hottest mystery, romance, travel, and technology topics
- Graphic Novel/Gaming Stage – Hear from the authors and creators of the hottest games and graphic novels.

And pavilions to meet your special interests:

- Mobile Applications
- DVD/Video
- International
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- Technology/Library 2.0
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MAP AND HOTEL LISTINGS



MAP AND HOTEL LISTINGS

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1	Hilton Anaheim HQ - H, BC, CI(WIFI/HS), F, IP, OP, RS, SF	\$179/\$179	\$199/\$219
2	Anaheim Marriott HQ - H, BC, CI(WIFI/HS), F, M, OP, R, RS, SF	\$167/\$167	\$187/\$207
3	Anabella Hotel - H, CI (WIFI), F, OP, R, RS, SF	\$139/\$139	\$149/\$159
4	Anaheim Courtyard by Marriott - H, BC, CI (HS/WIFI), F, OP, R	\$149/\$149	\$159/\$159
5	Anaheim Desert Palms Hotel and Suites - H, BC, CI (WIFI/HS), F, HB, M, OP, R, SF	\$129/\$129	N/A
6	Anaheim Fairfield Inn by Marriott - CI, OP, RS, SF	\$119/\$119	N/A
7	Anaheim Marriott Suites - CI, BC, F, OP, R, RS, SF, H, BC, CI, F, OP, R, RS, SF	\$129/\$129	N/A
8	Best Western Plus Anaheim Inn - H, CI(WIFI), M, OP, R, SA	\$125/\$125	\$125/\$125
9	Best Western Plus Park Place Inn - H, CI(WIFI), CB, M, OP, R, SA	\$130/\$130	\$130/\$130
10	Best Western Pavilions - H, CI(WIFI), M, OP, R, SF	\$105/\$105	\$105/\$105
11	Best Western Raffles Inn and Suites - H, BC, CI (WIFI), HB, M, OP, R, SF	\$99/\$109	\$109/\$109
12	Best Western Stovall's Inn - H, BC, CB, CI(WIFI), F, OP, M, OP, R, RS, SA	\$115/\$115	\$115/\$115
13	Clarion Hotel Anaheim Resort - H, BC, CI(WIFI/HS), OP, R, RS, SF	\$129/129	\$129/\$129
14	Comfort Inn Maingate - H, BC, HB, CI(WIFI), M, R, SF	\$99/\$99	\$109/\$119
15	Cortona Inn and Suites Anaheim Resort - H, BC, CB, CI (WIFI/HS), M, OP, R, SF	\$115/\$115	\$115/\$115
16	Crowne Plaza Anaheim Resort - H, BC, CI (HS/WIFI), F, OP, R, RS, SF	\$115/\$115	\$115/\$115
17	Disney's Paradise Pier Hotel - H, BC, F, OP, RS, SF, WIFI	\$175/\$175	N/A
18	Disneyland Hotel - H, BC, F, OP, R, RS, SF, WIFI	\$197/\$197	N/A
19	Disney's Grand Californian Hotel and Spa - H, BC, F, OP, R, RS, SF, WIFI	\$265/\$265	N/A
20	Doubletree Suites - H, BC, CI(WIFI/HS), F, M, OP, R, RS, SA	\$139/\$139	\$159/\$179
21	Embassy Suites Anaheim South - H, BC, CI (WIFI), F, HB, M, OP, R, RS, SA	King - \$165/\$165, Double/Double - \$175/175	N/A
22	Hilton Garden Inn - H, BC, CI (WIFI/HS), F, M, OP, R, RS, SF	\$109/\$109	N/A
23	Holiday Inn Express-Anaheim Maingate Hotel - H, BC, CI (WIFI), OP, R, SA	\$110/\$120	\$120/\$120
24	Hyatt Regency Orange County - H, BC, F, OP, RS, SA, HS/WIFI	\$145/\$145	\$185/\$225
25	Motel 6 - Anaheim Maingate - H, CI, OP, H, BC, CI (WIFI), OP, SA	\$77/\$77	\$77/\$77
26	Portofino Inn and Suites - H, BC, CI (WIFI), F, OP	\$119/\$119	\$129/\$139
27	Ramada Inn Maingate - H, CB, CI(WIFI), M, OP, R, SF	\$119/\$119	\$129/\$139
28	Red Lion Hotel Anaheim - H, BC, CI(WIFI/HS), F, M, OP, R, RS	\$129/\$129	\$139/\$149
29	Residence Inn Anaheim Resort - H, BC, CI, F, HB, M, OP, R, SF	King: \$159	Queen/Queen: \$179
30	Sheraton Garden Grove-Anaheim South Hotel - H, BC, CI(WIFI/HS), F, OP, RS, SF	\$119/\$119	\$139/\$139
31	Sheraton Park Hotel at the Anaheim Resort - H, BC, CI (WIFI/HS), F, OP, R, RS, SF	\$179/\$179	\$179/\$179
32	Super 8 - H, CB, CI(WIFI), OP, SA	\$90/\$90	\$100/110

Key: **HQ= Headquarter Hotel**; BC= Business Center; 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; IP= Indoor Pool; M= Microwave in Room;
 OP= Outdoor Pool; R= Refrigerator in Room; RS= Room Service; SA= Smoking Rooms Available; SF= Smoke Free Hotel; WIFI= Wireless Internet Access

ALA/PROQUEST SCHOLARSHIP BASH

TWO WAYS TO SUPPORT SCHOLARSHIPS

SATURDAY, JUNE 23RD, 8:00 PM

\$25 TICKET

Join ALA in welcoming the Rock Bottom Reminders for a special performance.

The Rock Bottom Reminders is a band that includes some of today's most shining literary lights. Between them, they've published more than 150 titles, sold more than 150 million books, and been translated into more than 25 languages. But on June 23rd, they're rock stars! Scheduled to appear are [Dave Barry](#), [Ridley Pearson](#), [Amy Tan](#), [Scott Turow](#), [Mitch Albom](#), [James McBride](#), [Roy Blount, Jr.](#), [Matt Groening](#), [Stephen King](#), [Kathi Goldmark](#), and [Greg Iles](#).

The money raised from this year's Bash will provide scholarships for graduate students in library and information studies, including Spectrum.

No refunds will be issued for this fundraising event.



Disney Discount Tickets

Buy a discounted twilight ticket to visit Disneyland and enjoy an evening out with friends while supporting scholarships. Park tickets will be offered for \$50 to Disneyland and Park Hopper tickets are available for \$70 to Disneyland and Disney's California Adventure. Tickets can be used during the ALA Conference and a portion of the proceeds support ALA Scholarships.

Standards-based. Fully integrated. Flexible. Open.

The Virtua Integrated Library System is all this—and more!



The Virtua ILS is feature-rich with exceptional depth and range of capabilities, including full Unicode support, multilingual user interface and FRBR support. Virtua is the only ILS to fully support RDA Scenario One Implementation. Virtua is also available as Software as a Service.



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



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

ATTEND OUR INFORMATIONAL SESSIONS AT ALA MIDWINTER



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



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

RDA Now! will be presented at 8 am and 1:30 pm. Drupal 101 will be presented at 10:30 am and 4 pm. All sessions will take place at the **Hyatt Regency Dallas** in **Bryan-Beeman A** on **Sunday, January 22nd**.

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The Conversation Starts in Dallas

... on the transformation of the profession, the best books for children, top authors, and exhibits

Join the more than 10,000 library leaders, publishers, authors, and guests in discussions about the transformation of libraries, learn firsthand from frontline Occupy movement librarians, and engage in the excitement of Youth Media Award announcements during the American Library Association's Midwinter Meeting January 20–24 at the Dallas Convention Center and area hotels.

More than 1,800 meetings will also probe such issues as the ongoing struggle for libraries facing budget cuts, the emergence of ebooks, and best practices on a range of library-related concerns. Attendees will also have the opportunity to visit with more than 400 companies and get signed books from favorite authors.

One of the major meeting highlights is the announcement of the **ALA Youth Media Awards, Monday, January 23, at 7:45 a.m.** The awards honor children's and young adult authors and illustrators and producers of children's audio and video materials, including the prestigious Caldecott and Newbery medals, as well as the Coretta Scott King Book Awards and Printz awards.

Approximately 10,000 webcast viewers will join more than 1,300 onsite audience members for the announcement of 18 awards. The number of available connections for



A curtain window wall frames expansive views of the city skyline at the Dallas Convention Center.

the webcast is limited, so access is on a first-come, first-served basis at tinyurl.com/ymawebcast. Results can also be followed live at twitter.com/ALAYma (#alayma). Members also can view live updates at ala.org/yma. The press release announcing all ALA Youth Media Award recipients will be available at ala.org and ala.org/yma prior to 10 a.m. Central time. After the announcements, highlighted videos from winning authors will be available at youtube.com/ALAYouthMediaAwards.

What's new and renewed
New this year is the **ALA Masters Series**, designed to offer insight into

the hottest trends and issues, with experts from across library specialties describing their latest in-house innovations in fast-paced 30-minute sessions. To kick off the program, a special hourlong Masters Series session, **"A Library Occupies Occupy Wall Street,"** is slated for **Saturday, January 21, from 8:30 to 9:30 a.m.** Attendees will learn firsthand from three librarians on the frontlines of the Occupy Wall Street movement—Betsy Fagin, Mandy Henk, and Zachary Loeb. The trio will share their experiences and discuss the building of the People's Library.

Fagin is a 2004 ALA Spectrum Scholar from the University of

Maryland. Henk, a librarian since 2003, has been working in reference and teaching, but her main focus has been access services. Loeb received his MSIS from the University of Texas at Austin in May 2011.

Two other Masters Series sessions are scheduled. **“Reimagining the Public Library in a Post-Recession Economy,” Saturday, January 21, from 12:30 to 1 p.m.,** will address how Dallas Public Library is rethinking everything as it transitions out of the Great Recession of 2008. Mobile technology allows staff to deliver service at point of contact, an innovation incubator provides opportunities for assistance to those wanting to start a microbusiness, and a renewed commitment to library services in a digital age has staff focused on the customer’s experience.

Sunday, January 22, from 12:30 to 1 p.m., Carl Lennertz will describe how attendees can be part of **World Book Night**, a giveaway of one million books to underserved readers across the United States on April 23. Librarians as well as booksellers will be asked to volunteer, and libraries and bookstores will serve as book-drop points. Lennertz launched World Book Night after working in sales at Random House, as marketing director at Knopf, as associate publisher at Little Brown, and as vice president of sales at HarperCollins. In the midst of all his work history, he also launched Book Sense.

Following an eight-year hiatus, the **ALA Fun Run** makes a return as the Association adds a “Think Fit @ ALA” focus that encourages both personal and environmental health at this year’s first face-to-face Association event. Open to all attendees, the Fun Run 5K and Walk will take place at **7 a.m. Saturday, January 21.** An annual event for 21 years debuting in Dallas in 1984, the ALA Fun Run was established as an orga-

nized healthy activity during Annual Conference.

“Think Fit” encompasses all Midwinter sessions, programs, and events, and is headlined by the Fun Run 5K and Walk. ALA Conference Services will identify events promoting personal or environmental health and will note them with the “Think Fit @ ALA” logo in the program book.

Registration for the Fun Run 5K and Walk is open to all Midwinter attendees. Participation includes an event T-shirt, a goody bag, and the awards ceremony. The cost is **\$25 before January 17 and \$30 per person after January 17 or onsite.** Visit alamidwinter.org or email lrosales@ala.org.

In 2011, ALA announced a partnership with the National Institute on Aging at the National Institutes of Health in **Go4Life**, a new national exercise and physical activity campaign for people over age 50. The goal of Go4Life is to provide resources to older adults on how to incorporate more movement into their everyday lives. The federal campaign is based on research that shows exercise and physical activity can help people stay healthy and independent and prevent some of the chronic conditions associated with aging. The Association will offer Go4Life resources, such as free guides and DVDs, to Midwinter Meeting attendees and in June during Annual Conference in Anaheim, California.

The center of the Go4Life campaign is an interactive website (nia.nih.gov/Go4Life) that provides information for individuals, families and friends, organizations, and health care professionals. It features exercises, success stories, and free materials to motivate the growing numbers of older people to start exercising—and keep exercising—to improve health and achieve a better quality of life.



Presenters Carl Lennertz (left) and Richard Harwood are special guests of ALA President Molly Raphael.

Presidential agenda

Following successful **Unconferences** at past ALA events, another one is being hosted **Friday, January 20, from 9 a.m. to noon.** The Unconference is a participant-guided experience that harnesses the unstructured conversations people usually have between conference sessions into the conference itself. Organized by the crowd, Unconferences are about sharing the knowledge and passion participants have for the profession and taking what is learned into the world to make a difference.

In a similar vein, Midwinter attendees can also take part in the first-ever **Midwinter Library Camp, Monday, January 23, from 3:30 to 5 p.m.,** designed to get people together to talk about anything library or conference related.

The Unconference will set the stage for **“Empowering Voices, Transforming Communities,”** two afternoons of conversation hosted by ALA President Molly Raphael about the evolving needs of our communities and how we can transform libraries and librarianship. In these conversations, Syracuse iSchool professor **David Lankes** will lead small groups to address questions about transforming our communities and the profession. Facilitators from the graphic recording company Sunni Brown will help create visual images of the plenary conversations that conclude each afternoon.

The **Saturday, January 21,** session will focus on **“Understanding**



Historic Fair Park, a 277-acre recreational and educational complex, is home to nine museums, six performance facilities, a lagoon, and the world's largest collection of art deco exhibit buildings, art, and sculpture.

Your Communities,” while **“Transforming Librarianship”** is the **Sunday, January 22**, session topic. Both programs run **from 1 to 3 p.m. each day** and are open to all Midwinter Meeting attendees. Participants will also receive a coupon for 5% off the price of Lankes's book *Atlas of New Librarianship* (Association of College and Research Libraries/MIT Press, 2011), available at the ALA Conference Store.

Lankes's current focus is on re-conceptualizing the library field through the lens of “new librarianship.” He is a professor in Syracuse University's School of Information Studies, director of the library science program for the school, and director of the Information Institute of Syracuse.

Picking up and continuing the conversation as the featured speaker in Raphael's President's Program, **Sunday, January 22, 3:30 to 5:30 p.m.**, is **Rich Harwood**, described as “one of the great thinkers in American public life.” President and founder of the Harwood Institute for Public Innovation, he has become a leading national authority on

improving America's communities, raising standards of political conduct, and reengaging citizens regarding today's most complex and controversial public issues.

The “Empowering Voices” events are part of a range of programming under the Midwinter focus of “The conversation starts here. . . .” They begin with the **Advocacy Institute Workshop, “Mobilizing Community Support for Your Library,” Friday, January 20, from 1 to 4 p.m.** “Empowering Voices, Transforming Communities” is sponsored by the Texas Library Association.

Part of President Raphael's diversity leadership initiative “Empowering Diverse Voices,” **Champion Connections** will take place **Saturday, January 21, from 1:30 to 3:30 p.m.** to provide selected new and emerging leaders with an opportunity to meet with established leaders within ALA, its divisions, round tables, and affiliates.

“My own champion story starts with my work with Julie Todaro in the Texas Library Association,” said Mary Jo Venetis, coleader for the Champion Connections project. “Julie

became my champion when she advocated for my participation at the next level of leadership in 2009–2010 ALA President Camila Alire's Family Literacy Focus Presidential Initiative. With that single recommendation, Julie set me on a new path to leadership within the Association.”

“One can never have too many champions,” added project coleader Rose Dawson. “As a person of color, I found it invaluable to have advocates such as Molly Raphael and the late Effie Lee Morris providing guidance. They played an important role in bringing my skills and talents to the larger library arena. Having an advocate is a real must.”

Hot topics

The **“ALA Washington Office (WO) Update: Orphaned Works and Digital Libraries”** will be held **Saturday, January 21, from 8 to 10 a.m.**

Tips for those working in libraries on the verge of closure will get valuable information at **“How to Save Your Library Using Grassroots Strategies: Success Stories”** during the **ALA WO Breakout I Saturday, January 23, from 10:30 a.m. to noon.** Advocacy guru **Stephanie Vance** will share tips on how to influence policy-makers during tough economic times. Also, hear success stories from library advocates around the country and what they have done to influence policy-makers in their community. Attendees will be offered 10 principles for grassroots success.

The **WO Breakout II, “Online and Above the Radar: Ensuring the Use and Discoverability of Digital Collections,”** will be held **Saturday, January 21, from 10:30 a.m. to noon.** Building on the ALA Office of Information Technology Policy's (OITP) Perspectives Paper, “Digitizing Hidden Collections in Public Libraries,” a panel will address initiatives aimed at providing increased



Authors (from left) Helen Schulman, Hillary Jordan, Brad Hooper, Susan Cain, and John Green will appear at events during Midwinter. See program book for details.

access to the small- and medium-sized digitization projects created by libraries, archives, and museums. Panelists will discuss how to ensure access to and discoverability of digitization projects after their creation and best practices for collaborating with other institutions.

OITP will also host **“Do I Own these Ebooks or Not?: The Adventures of Joanne Budler, Kansas State Librarian,” Saturday, January 21, from 1:30 to 3:30 p.m.** Hear the story about how one state librarian dared to suggest that her libraries “owned”—and did not rent—the ebooks they had purchased. Budler will tell the behind-the-scenes story about the publishers’ reaction to her claim and what this daring effort might mean for state and public libraries across the country.

The **ALA Presidential Candidates Forum**, with **Gina J. Millsap**, chief executive officer of the Topeka and Shawnee County (Kans.) Public Library, and **Barbara K. Stripling**, assistant professor of practice at Syracuse (N.Y.) University, will take place **Saturday, January 21, from 11 a.m. to noon.**

In addition to a number of other issues, ALA’s governing Council will vote for three of six candidates who are seeking positions on the Executive Board. They are: Robert (Rob) Banks, chief operating officer, Topeka and Shawnee County (Kans.) Public Library; Karen Downing, university learning communications liaison, University of Michigan, Ann Arbor; Rosario Garza, executive director, Southern California Library

Cooperative, Monrovia; Alexia I. Hudson, reference and instruction librarian, Penn State Abington; John A. Moorman, director, Williamsburg (Va.) Regional Library; and Bobbi L. Newman, graduate student, public policy and administration, Iowa State University, Ames.

The three who are elected will serve three-year terms on the Executive Board beginning at the close of the 2012 Annual Conference in Anaheim, California. Additional nominations may be made from the Council floor. Immediately following the Council II meeting **Monday, January 23, the Executive Board Candidates Forum** will be held **from 12:30 to 1:30 p.m.** The forum gives Council members an opportunity to hear the views of the candidates and to ask questions of them prior to voting.

Authors galore

The **Exhibits Round Table/Booklist Author Forum, Friday, January 20, from 4 to 5:15 p.m.**, kicks the meeting off when authors representing different voices come together to discuss their work as it relates to exploring social conditions past and present in fiction and nonfiction. Authors **Helen Schulman** and **Hillary Jordan** will share, with moderator **Booklist Adult Books Editor Brad Hooper**, their own special approaches to capturing society at large and family in particular, either in contemporary times or in the historical past. The authors will sign copies of their latest works at their publishers’ booths during the

opening exhibits reception immediately following the forum.

Schulman, who is also associate professor of writing at the New School in New York City, is author of the *New York Times* bestselling *This Beautiful Life* (Harper, 2011), a novel that examines the balancing act needed to nurture a family through these manic times.

Jordan wrote the international bestseller *Mudbound* (Algonquin, 2008), an Alex Award winner as well as the winner of the Bellwether Prize for literature that addresses issues of social justice. Her latest book, *When She Woke* (Algonquin, 2011), is a fable about a stigmatized woman struggling to navigate an America of a not-too-distant future.

The **Auditorium Speaker Series**, featuring authors **Susan Cain** and **John Green**, takes place **Saturday, January 21, and Sunday, January 22, both at 10 a.m.**

Cain is author of *Quiet: The Power of Introverts in a World That Can’t Stop Talking*, scheduled for January release by Crown, that talks about how dramatically our culture misunderstands and undervalues introverts in this increasingly social world. She will address, based on the latest psychology and neuroscience, why she considers introverts’ traits to be advantageous and why she feels she owes her success to them.

Green will look at how social networking relates to literature and how librarians can reach patrons through fun and inventive social networking. He has more than 1.1 million Twitter



Jamal Joseph (left) is the Arthur Curley Lecture speaker and the Rev. Dr. Lewis V. Baldwin will address the Dr. Martin Luther King Jr. Sunrise Celebration crowd.

followers, while his vlogbrothers YouTube channel has more than 600,000 subscribers and 183 million views. Green's appearance kicks off the tour for his book *The Fault in Our Stars*, scheduled for January publication by Dutton.

Green will also be the featured speaker at the annual **Freedom to Read Foundation** fundraising author

event **Sunday, January 22, beginning at 6 p.m. at Dallas Public Library, 1515 Young Street.** His talk will begin at **7 p.m.**, to be followed by a book signing.

Freedom to Read Foundation Executive Director Barbara Jones said, "John Green is not only a wonderful author, but he is an inspirational voice for defending the right to read. He has a particular gift for connecting with young people, often giving voice to frustrations, fears, and desires they are starting to come to terms with. He has been forthright in his opposition to censorship, with his 'I Am Not a Pornographer' video being a particularly strong rebuke to a challenge in a New York school of his book *Looking for Alaska*."

The suggested donation is \$25 (\$10 for students). Refreshments will be provided. Copies of Green's

books will be on sale at the event, with proceeds benefiting FTRF. Pre-registration is encouraged because of space limitations. For more information, or to make a donation, visit ala.org and search "Freedom to Read Foundation."

Author and activist **Jamal Joseph** will present the **13th annual Arthur Curley Lecture, Saturday, January 21, from 4 to 5 p.m.** In the 1960s, Joseph exhorted students at Columbia University to burn their college to the ground. Today, he is the chair of their School of the Arts film division. His personal odyssey—from the streets of Harlem to Rikers Island and Leavenworth, and to the halls of Columbia—is detailed in his upcoming book, *Panther Baby: A Life of Rebellion and Reinvention* (Algonquin, February 2012). Charged with conspiracy as one of the youngest members of the Panther 21 in one of the most emblematic criminal cases of the 1960s, Joseph was twice sent to prison. While incarcerated, he earned two college degrees and wrote five plays and two volumes of poetry.

Joseph has written and directed for Black Starz, HBO, FoxTV, New Line Cinema, Warner Bros., and A&E, and was nominated for a 2008 Academy Award in the best song category for his contributions to the song "Raise It Up," performed by IMPACT Repertory Theatre and Jamia Nash in the 2007 film *August Rush*. He is also the founder and artistic director of IMPACT, a Harlem-based youth theater company, and executive director of New Heritage Films, a nonprofit organization that provides training and opportunities for minority filmmakers.

The Arthur Curley Lecture honors the late Arthur Curley, past president of the ALA (1994–1995) and director of the Boston Public Library (1985–1996). To donate to the Arthur Curley Memorial Fund, visit ala.org/giveala.

Rev. Dr. Lewis V. Baldwin, professor of religious studies at

BUSINESS/FINANCIAL MEETINGS

The following is the schedule for business and financial meetings, including the Executive Board, Council, Budget Analysis and Review Committee (BARC), Planning and Budget Assembly, Finance and Audit (F&A) Committee, and the ALA–Allied Professional Association (ALA-APA). For room locations, consult the final program book.

FRIDAY, JANUARY 20

- Executive Board I, 8:30–11 a.m.
- ALA-APA Board, 11 a.m.–noon
- BARC/F&A Executive Board Joint Meeting, noon–1:30 p.m.

SATURDAY, JANUARY 21

- Council Orientation Session, 8–10 a.m.
- F&A Committee of the Executive Board, 9–11 a.m.

SUNDAY, JANUARY 22

- Council/Executive Board/ Membership Information Session, 9–10 a.m.
- ALA-APA Council, 10:15–11 a.m.
- Council I, 11:15–12:30 p.m.
- BARC, noon–1:30 p.m.
- Planning and Budget Assembly, 1–2:30 p.m.
- Council Forum I, 8:30–10 p.m.

MONDAY, JANUARY 23

- Council II, 10 a.m.–12:15 p.m.
- Executive Board II, 2–5 p.m.
- Council Forum II, 8:30–10 p.m.

TUESDAY, JANUARY 24

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



Don't miss authors (from left) Kim Edwards, Erin Duffy, Pam Houston, Taylor Stevens, and Leonard Kniffel at the ALTAFF Gala Author Tea on Monday, January 23, at the Midwinter Meeting in Dallas.

Vanderbilt University in Nashville, Tennessee, will keynote the **Dr. Martin Luther King Jr. Sunrise Celebration Monday, January 23, from 6:30 to 7:30 a.m.**

Baldwin has written and edited several books, including his latest, *Thou Dear God: Prayers That Open Hearts and Spirits* (Beacon, 2011), the first-ever collection of 68 prayers by King. His other titles include *Toward the Beloved Community: Martin Luther King Jr. and South Africa* (Pilgrim Press, 1995), *To Make the Wounded Whole: The Cultural Legacy of Martin Luther King Jr.* (Augsburg Fortress, 1992), and *There Is a Balm in Gilead: The Cultural Roots of Martin Luther King Jr.* (Augsburg Fortress, 1991). Baldwin's work has won the American Theological Library Association Award and the Midwest Book Achievement Award of the Midwest Independent Publishers Association. An ordained Baptist minister, Baldwin came of age during the civil rights and Black Power eras. He participated in student demonstrations and other civil rights activities while attending college.

The theme of this year's celebration is "Dr. Martin Luther King Jr.: Honoring a Legacy that Still Inspires." The program is sponsored by the Dr. Martin Luther King Jr. Holiday Task Force of the ALA Social Responsibilities Round Table and the Black Caucus of the American Library Association. It is supported by ALA's Office for Literacy and Outreach Services. Light refreshments will be served.

The **Association of Library Trustees, Advocates, Friends, and Foundations** will host its annual **Gala Author Tea Monday, January 23, from 2 to 4 p.m.**, featuring **Kim Edwards, Erin Duffy, Pam Houston, Taylor Stevens, and Leonard Kniffel**. Attendees will enjoy tea, finger sandwiches, and a variety of sweet treats. Some books will be given away; others will be available for purchase at a generous discount.

Edwards is author of *The Lake of Dreams* (Penguin, 2011); *The Memory Keeper's Daughter* (Penguin, 2006); and *The Secrets of a Fire King* (Picador, 1998), a collection of short stories that was an alternate for the 1998 PEN/Hemingway Award.

Duffy, author of *Bond Girl* (William Morrow/HarperCollins, 2012), graduated from Georgetown University in 2000 with a bachelor's degree in English and went on to spend more than a decade working in fixed-income sales on Wall Street. *Bond Girl* is her first novel.

Houston, who wrote *Contents May Have Shifted* (W. W. Norton, 2012), is director of creative writing at University of California at Davis. She is also author of two collections of linked short stories—*Cowboys Are My Weakness* (Washington Square Press, 1993) and *Waltzing the Cat* (Washington Square Press, 1999)—the novel *Sight Hound*, and a collection of essays called *A Little More about Me*, all published by W. W. Norton.

Author of *The Innocent* (Crown/Random House, 2011), Stevens is also the *New York Times* bestselling author of *The Informationist*, the first

novel featuring Vanessa Michael Munroe. Born into the Children of God, raised in communes across the globe, and denied an education beyond the 6th grade, Stevens broke free and now lives in Texas.

Kniffel wrote *Reading with the Stars: A Celebration of Books and Libraries* (Skyhorse Publishing, 2011). He was editor in chief of *American Libraries* magazine from 1996 to 2011 and worked as a librarian for 18 years at Detroit Public Library. Kniffel is also author of *A Polish Son in the Motherland: An American's Journey Home* (TAMU Press, 2005).

Advance Gala tickets are \$49 (\$45 for ALTAFF members) and \$55 on-site, if available. Visit ala.org/altaff.

The Midwinter Meeting wraps up and planning for Annual Conference in Anaheim begins **Monday, January 23, from 2 to 3 p.m.**, when pop star **Lisa Loeb** brings her humor and creativity to the **Wrap Up/Rev Up Celebration**.

Grammy-nominated Loeb has had a multidimensional career that has encompassed music, film, television, and voice-overs. From her first success, the platinum-selling song "Stay (I Missed You)" from the film *Reality Bites*, to her first children's songbook, *Lisa Loeb's Silly Sing-Along: The Disappointing Pancake and Other Zany Songs* (Sterling, 2011), Loeb's following has exploded. Her studio releases include the Gold record *Tails* and its follow-up, the Grammy-nominated and Gold-selling *Firecracker*. Her recordings include two award-winning children's CDs. Loeb also created the Camp Lisa Foundation for children.



Close out the Midwinter Meeting and begin Annual Conference planning with pop star Lisa Loeb at the Wrap Up/Rev Up Celebration that starts in the exhibit hall and ends with a party and prizes.

Don't miss the exhibits

With more than 400 exhibiting organizations and the PopTop stage featuring the hottest authors, the exhibit floor is an integral part of the education that takes place at the Midwinter Meeting. The Small Press/Small Product area is often where new and independent presses launch their latest titles.

Immediately following the ERT/Booklist Author Forum, the **exhibit hall will open** with food, drink, and entertainment. Hours are **Friday, January 20, from 5:30 to 7:30 p.m.**; **Saturday, January 21, and Sunday, January 22, from 9 a.m. to 5 p.m.**; and **Monday, January 23, from 9 a.m. to 2 p.m.**

A number of authors and illustrators will be on hand daily at publisher booths throughout the exhibit hall. The PopTop stage will focus on various genres each day: **Mystery Day, Saturday, January 21; Romance Day, Sunday, January 22; and Storytelling Day, Monday, January 23.**

The **Spotlight on Adult Literature**, jointly sponsored by ALTAFF and Conference Services, **Saturday, January 21, from 2 to 4 p.m.**, is an opportunity for conference attendees to learn more about new authors as well as new books from seasoned authors of adult literature. Participating publishers will provide free books and some will host author signings. A flier listing all participating publishers will be available at exhibit hall entrances.

The **ALA Conference Store**, located on the exhibit floor, will offer Midwinter promotional and continu-

ing education needs. This year's new ALA Graphics products include the return of longtime reading advocate Oprah Winfrey to the popular READ campaign for her third poster. Other new posters and bookmarks include *Hugo Cabret* from the new Martin Scorsese movie based on *The Invention of Hugo Cabret*, and Take Time to Read, based on the stunning steampunk fantasy *Return of the Dapper Men*, as well as the new *Breaking Dawn* poster featuring Jackson Rathbone. Popular posters featuring Drew Brees, Nathan Fillion, and Rachel McAdams will also be available, as well as posters and bookmarks featuring such popular characters as Bad Kitty, Scaredy Squirrel, Percy Jackson, and Wimpy Kid.

Also available for purchase will be items promoting National Library Week, Teen Tech Week, Choose Privacy Week, and the popular "Love My Library" buttons and pens. The ALA Store will also be the place to purchase the official conference T-shirt. Stop by the Conference Store to ask questions and get helpful hints about using the READ Design Studio software to create customized READ posters.

Several new titles from ALA Editions will make their debuts during the Midwinter Meeting. In *No Shelf Required 2: Use and Management of Electronic Books*, a sequel to the best-selling book of the same name, expert Sue Polanka dives even deeper into the world of digital distribution. Other titles will include *Small Public Library Management* and the third edition of *Copyright Law for Librarians and Educators: Creative Strategies and Practical Solutions*.

Visit the **Membership Pavilion** to learn how joining the ranks can enhance careers, connect you with colleagues from around the world, and help improve library services to your community. Colleagues from the New Members Round Table will be on hand to help newer members find

ways to get more involved. Information and displays will be available from every ALA division, round table, and office.

Career info

The **Placement Center**, provided by ALA's Office for Human Resource Development and Recruitment, will be **open Saturday, January 21, and Sunday, January 22, from 9 a.m. to 5 p.m., with an orientation session Saturday, January 21, at 8:30 a.m.**

An **open house** will be held **Sunday, January 22, from 10:30 a.m. to noon**. Representatives from various library and library-related companies will talk with conference attendees about work environments as well as activities in and around their institutions. There is no cost to participate.

Counselors will be available to guide job seekers in strategizing for the next phase of their careers, solve current job situation problems, and provide assistance in rejuvenating careers. Twenty-minute confidential one-on-one sessions are also available. Contact Beatrice Calvin at bc Calvin@ala.org for reservations.

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, and will give registered employers access to your résumé and allow for direct communication between job seekers and employers.

Employers who want to post positions should also post them at joblist.ala.org. Employers who want to use the interviewing facilities must have an active ad placed on JobLIST at the time the interview is scheduled.

—Pamela A. Goodes



SEE WHAT'S HAPPENING at Midwinter at alamidwinter.org or scan this QR code to access the Midwinter home page on your mobile device.

American Library Association would like to thank its 2011-2012 Library Champions

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

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

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

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

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



Library
Champions

Library Champions — \$10,000 and more



DOLLAR GENERAL

Richard W. Dreiling, CEO

Dollar General's commitment to literacy spans the life of our company and remains strong because of the significant need in our nation. Our co-founder, J.L. Turner, was functionally illiterate when he started the company recognized today as Dollar General. We understand that sometimes circumstances in life prevent individuals from achieving their educational goals. Whatever the circumstances, we believe it is never too late to learn. We believe that learning to read, receiving your GED or learning the English language is an investment that opens new doorways for personal, professional and economic. Since its inception in 1993, the Dollar General Literacy Foundation has awarded more than \$24.5 million in grants.

www.DollarGeneral.com



The FINRA Investor Education Foundation is proud to partner with ALA on Smart investing@your library®, a grant program addressing the growing need for reliable financial and investor education at the grassroots level. The FINRA Foundation supports innovative research and educational projects that give underserved Americans the knowledge, skills and tools necessary for financial success throughout life. FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for all securities firms doing business in the United States. FINRA is dedicated to investor protection and market integrity.

www.finrafoundation.org

Library Champions — \$5,000 and more



3M

Arnie K. Roeck

3M is the only company that develops, designs, and manufactures cutting-edge digital media, circulation management and security solutions. Finding the technology solution that is right for our customers, 3M's promise is to deliver a long term partnership that is built to exceed their expectations.

As a Library Champion, and as a founding partner of the "@your library®" campaign, 3M is also committed to helping increase public awareness of the vitality and value of today's libraries globally.

www.3m.com/library



BRODART

Joe Largent, President & Chairman of the Board

Brodart Company has a rich history of partnering with librarians to bring library patrons information in comfortable and functional environments. Through our Books & Automation, Contract Furniture, and Supplies & Furnishings Divisions, we have the expertise, products and services to help librarians capitalize on opportunities and manage the challenges facing them. We are honored to be a Library Champion and delight in supporting the important contributions of libraries and librarians to communities worldwide.

www.brodart.com



BAKER & TAYLOR
the future delivered

George Coe, President, Baker & Taylor Institutional

Baker & Taylor's products and services are designed with you, our customer, in mind. Since 1828, we have brought libraries the widest range of product offerings in the industry, as well as value-added and customized services to meet your needs, and ultimately, the needs of your patrons. By providing superior service and support, we are helping to ensure that your library remains a champion in your community.

www.baker-taylor.com



Public Library Specialists
BWI
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**FOLLETT
LIBRARY
RESOURCES**
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BWI and Follett Library Resources are proud to support the American Library Association's advocacy efforts through the Library Champions program. As Follett Corporation companies, we are committed to providing the highest quality books, audiovisual materials, digital content, value-added services, and personal assistance to public libraries and schools around the world. Our goal is to use our experience and expertise to anticipate and exceed your needs. Librarians have the lofty, yet challenging, mission of educating and entertaining the children, teens and adults of their communities and our mission is to make it easier for you to do great things.

www.titletales.com / www.titlewave.com



B.T.S.B.

Bob Sibert, President

For 90 years our company has put children's books in our unique binding so they are durable enough to withstand the heavy circulation they get in schools and public libraries. Our company's mission is to help librarians put quality books in their libraries has not wavered since my grandfather founded the company. Bound to Stay Bound supported ALA, librarians and libraries through the years: since 1985 we have sponsored several scholarships a year, and since 2001 we have sponsored ALA's Robert F. Sibert Award for informational children's books.

www.btsb.com

Candlewick Press

At Candlewick Press, we dedicate ourselves to creating the highest quality books for young readers. Located in Somerville, Massachusetts, we are America's largest employee-owned children's publisher. Our independence allows us to pursue a wide range of creative choices while we serve our young "constituents" from infancy to adulthood. We honor librarians, who give as much care and attention to the alchemy of connecting readers and books as we try to give to each detail of the publishing process.

www.candlewick.com

INVESTING IN AMERICA'S LIBRARIES



Jon Malinowski, President

The Combined Book Exhibit began in 1933 as the original Book Mobile, providing a venue for librarians to find new books and make wise decisions with their limited funds during the Great Depression. Today, The Combined Book Exhibit has a rich history as a staple at over 25 shows each year, where librarians and educators can relax while searching through the vast CBE collection of small, medium and large presses.

www.combinedbook.com



Mike Graese, President

For over 100 years DEMCO has supported the valuable work of librarians-taking pride in providing the best service possible. Our mission is to continue to anticipate future needs... to supply products and services that support the activities of library professionals and improve library environments by making them more attractive and user-friendly. The people of DEMCO demonstrate their continuing commitment to library professionals through their support of the Library Champions Program and our participation at ALA's conferences.

www.demco.com



Allen Pazzell, President, EBSCO Information Services

Tim Collins, President, EBSCO Publishing

EBSCO would like to salute the library community and the good works being accomplished by librarians worldwide. Our association with ALA and other information and standards organizations allows us to actively participate in the ongoing discourse between libraries, publishers, and vendors. It also gives us the opportunity to contribute to various sponsorship and scholarship programs created to subsidize continuing education and conference attendance for librarians. We believe it is important to invest in professional development for new and emerging librarians. Our goal is to promote librarianship and see libraries flourish throughout the world. EBSCO's services for complete e-resource management and discovery are a natural extension of the print subscription support we've provided for more than 65 years.

www.ebsco.com



Elsevier is proud to be an active advocate of libraries worldwide. Today, librarians and Elsevier are partnering in new and innovative projects that support our common goal: making genuine contributions to the global science and health communities.

Librarians play a primary role in the development of our electronic products as well as providing valuable advice and insight through Elsevier's advisory boards. With our combined efforts we are able to improve scholarly communication and facilitate the mission of researchers and faculty.

www.elsevier.com



Matti Shem Tov, President & CEO

Ex Libris Group is a leading provider of library automation solutions, offering the only comprehensive product suite for the discovery, management, and distribution of all materials-print, electronic, and digital. Dedicated to developing the market's most inventive and creative solutions, Ex Libris leads the way in defining and designing efficient, user-friendly products that serve the needs of academic, research, and national libraries today, enabling them to transition into the future. By collaborating closely with customers and industry visionaries, Ex Libris addresses the evolving requirements of libraries in the high-tech era.

www.exlibrisgroup.com



Ron G. Dunn, President & Chief Executive Officer

Gale, part of Cengage Learning, is committed to providing value to libraries and power to users. We have a unique focus on integrating research with learning and on delivering an outstanding user experience and increasing usage. We stand side by side with library partners to promote the library as a vital part of its community.

We are delighted to be ALA Library Champions. It's all part of our continuing heritage of serving libraries and librarians and supporting the good work of the American Library Association.

gale.cengage.com



Guy Marheška, CEO

Gaylord Bros. has helped librarians meet the needs of their patrons, students and staff for over 100 years. Through the continual development of innovative and quality products, we've endeavored to make the library environment and processes more inviting and user friendly. Gaylord has also focused on providing expert guidance in library layout as well as custom products that meet the specific demands of individual libraries.

www.gaylord.com



Since 1956, Highsmith has been providing fresh ideas, services and products to help librarians engage readers of all ages. From furnishings, equipment and supplies that create inviting and effective learning environments to our exclusive Upstart posters, literature and promotions, we have everything you need to encourage a love of reading that stretches beyond the library.

www.highsmith.com

Baseball Hall of Famer Cal Ripken, Jr. promotes the smartest card of all

Thanks in part to funding from ALA's Library Champions, a print PSA

featuring Library Card Sign-up Month Honorary Chair and Baseball Hall of Famer Cal Ripken, Jr. yielded nearly \$500,000 in donated ad space this fall.

The PSA appeared in Time magazine and other publications. Libraries also used the PSAs locally, as the PSAs could be downloaded for free from the ALA website.

Inducted into the Baseball Hall of Fame 2007, Ripken is a 19-time All-Star, two time M.V.P. and World Series champion.



Steve Laird, President

ReferenceUSA from Infogroup is a powerful online research tool. It provides library cardholders instant, real-time access to accurate, in-depth information on 14 million U.S. businesses and 210 million U.S. residents. ReferenceUSA makes it faster and easier to find new business opportunities, research executives and companies, find news articles, conduct job searches, research papers, locate addresses and phone numbers, conduct market research and much more.

www.ReferenceUSA.com



Rich Ross, Vice President/General Manager

Ingram Content Group Inc. is the world's largest distributor of physical and digital content. Thousands of publishers, retailers, and libraries worldwide use our products and services to realize the full business potential of books. Ingram has earned its lead position and reputation by offering excellent service and creating innovative, integrated solutions.

www.INGRAMcontent.com

Author Brad Meltzer supports National Library Week

Without librarians, I wouldn't be a writer today. —Brad Meltzer

Best-selling author, television host and library advocate Brad Meltzer has been named the 2012 Honorary Chair of National Library Week.

As Honorary Chair, Meltzer appears in print and digital public service announcements (PSAs) promoting National Library Week. The PSAs, developed by the American Library Association's Campaign for America's Libraries, will be placed in magazines and online throughout the spring.

National Library Week is a national observance each April, sponsored by the American Library Association through the Campaign for America's Libraries and libraries of all types across the country. It celebrates the contributions of our nation's libraries and librarians and promotes library use. For more information, visit www.ala.org/nlw



Jonathan Worrall, CEO

Founded in 1900, Mergent operates one of the longest continuously collected databases of: descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data. Mergent's unique history has enabled it to be an innovative leader in easy-to-use, powerful information tools that combine functionality with the latest in technology. In addition, Mergent's Indis subsidiary develops and licenses equity and fixed income investment products based on its proprietary investment methodologies.

www.mergent.com



Joe Mansueto, Chairman, Founder & CEO

Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 25 years ago, we continue to evolve and expand our products. We're committed to delivering world-class investment research and services to people around the globe.

www.morningstar.com



Jerry Kline, CEO & Chairman

For over 30 years, Innovative Interfaces has dedicated its energies to meeting the needs of libraries and the challenges of library automation. Innovative fulfills this mission with trusted products including Millennium, the market-leading integrated library platform, INN-Reach (direct consortial borrowing solution), Electronic Resource Management, and the Encore discovery services platform. Innovative's customer service ranks among the best in the industry and its partner-focused approach and long-term outlook allow it to be a stable, responsive provider to the library community. Today, thousands of libraries of all types in over 40 countries rely on Innovative's products, services, and support.

www.iii.com



Jude Hayes, Vice President Publishing, Academic & Library Solutions

The LexisNexis Academic and Library Solutions team serves the information needs of academic, secondary schools, and public libraries. We offer a wide array of printed indexes, microform collections, electronic databases, and digital archives, such as the U.S. Serial Set and Congressional documents as well as Statistical publications - all designed to make vast information sources completely manageable and accessible. We design products with the goal of simplifying and ensuring successful research for students, faculty, knowledge workers, and librarians.

www.LexisNexis.com



Annette Harwood Murphy, President & CEO

The Library Corporation, a family-owned business founded in 1974, provides automation solutions for school, public, academic, and special libraries of all sizes, including some of the busiest libraries in the world. TLC's library automation and cataloging products include Library-Solution®, Library-Solution® for Schools, CARL-X™, LS2 PAC, LS2 Kids, LS2 Mobile, LS2 Circ, Textbook Tracking & Asset Management, BiblioFile®, IIS-MARC®, AuthorityWorks™, and Online Selection & Acquisitions - all backed by an unparalleled level of customer support and assistance. TLC is proud to support the Library Champions program, which recognizes the achievements of individual librarians while increasing public awareness and promoting advocacy programs - important reasons to stand behind this program.

www.TLCdelivers.com



Ron Dubberly, President

LSSI has a proud and successful history of providing vital contributions to libraries serving local communities, schools, colleges, corporations and the federal government. We are the world's premier contract provider of library operation services and solutions to public and government libraries. LSSI improves library services and operations of communities and institutions by focusing on established service priorities, customer service quality, best practices, and efficiencies. LSSI accomplishes more with our customers' library budgets. We identify and secure grants, leverage library automation and technology, and create library programs tailored to the needs of the local community."

www.LSSI.com



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

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

www.neal-schuman.com



Jay Jordan, President & CEO

OCLC strongly supports the Library Champions program and its commitment to library advocacy and the vital efforts of librarians around the world. Since 1967, OCLC and its member libraries have been working together for the public good. Each day, the OCLC community of librarians in more than 72,000 libraries in 170 countries uses OCLC cooperative services to help people find the information they need. Each day, these Library Champions help to advance research, scholarship and education. We at OCLC are proud to be advocates for libraries and librarians and the ideals they embody.

www.oclc.org



POLARIS LIBRARY SYSTEMS

William Schickling, President & CEO

Today's libraries are looking for better ways to serve their patrons and streamline staff workflow. And that's precisely what we do at Polaris Library Systems. As a forward-thinking library automation company, our goal is to keep you at the leading edge of technology, helping you to maximize resources, reduce costs and improve patron satisfaction. Our mission at Polaris is to help libraries better serve their communities.

www.polarislibrary.com



ProQuest

Kurt Sanford, CEO

At ProQuest, "Library Champion" is a title we strive to earn every day. To us, being a Library Champion means investing in library education, honoring great educators and supporting schools with free resources. It means sharing with libraries our marketing expertise and our research. It means understanding the core tenets of librarianship, standing shoulder to shoulder with libraries in support of intellectual freedom. Our business is partnership with libraries and it's built on a foundation of respect for the role of the library to illuminate, educate and excite its community, no matter its composition. We happily give back to an industry that has done so much for us. We're honored and humbled to be called Library Champions.

www.proquest.com



The Rowman & Littlefield Publishing Group

Jed Lyons, President & CEO

The Rowman & Littlefield Publishing Group, Inc. is one of the largest and fastest growing independent publishers and distributors in North America. We are honored to be the supporter of ALA's distinguished Equality Award which is awarded at the annual conference. The company publishes under a dozen imprints in virtually all fields in the humanities and social sciences including Scarecrow Press, Sheed & Ward, Taylor Trade and AltaMira Press. While celebrating our 36th anniversary in 2011, we will publish 1,400 new academic, reference, and general interest books. Each of our 1,400 new books will be released simultaneously in paper and e-book editions. We also own National Book Network (NBN) and NBN International. More than 30,000 new books have been published since the company was founded in 1975.

www.rlpbooks.com



SAGE

Blaise R. Simqu, President & CEO

Librarians stand at the forefront of the information revolution. SAGE stands beside them. For more than 40 years, SAGE has consulted and conferred with librarians to help meet the ever-changing needs of library patrons. SAGE shares with librarians a passion for information that shapes and betters the world and value the critical role that libraries play in promoting literacy, learning and culture. SAGE was founded on the idea that engaged scholarship lies at the heart of a healthy society. Today SAGE is a global, growing group of companies, including the most recent addition to the SAGE family, CQ Press.

www.sagepublications.com

Connect with your kids @ your library



Support from ALA's Library Champions helped launch Connect with your kids @ your library to encourage parents to spend quality family time at their library. The campaign reinforces the notion that taking children to the library is a sign of being a good parent and demonstrates the free high quality programs at local libraries for parents and children.

Since its launch at the ALA Annual Conference in New Orleans, Lifetime Networks, the campaign's cable television media sponsor, has aired television PSAs in promotion of the campaign. The PSAs will air through 2012. Scholastic Parent & Child magazine, the campaign's print media sponsor, has donated color ads.

A total of 79,000 Connect with your kids Family Activity Guides and more than 1 million Connect with your kids bookmarks have been distributed by libraries across the country so far. The materials have been distributed at summer reading programs, local Head Start outlets, at library story time and other early literacy programs.

Libraries can download the Family Activity Guide in English and Spanish at no charge from ALA's public awareness website, atyourlibrary.org. The guide includes tips for parents and caregivers on spending quality time with their children in the library, at home or out in the community with resources from the public or school library.



SCHOLASTIC

Richard Robinson, Chairman, President, & CEO

Scholastic is proud to once again join the ALA in championing the important role school libraries play in providing all children access to books, research, and technology. We believe in the importance of libraries as a valuable resource for improving student achievement. Through Scholastic Library Publishing, we continue to respond to the needs of libraries by developing print and technology products and services through the well-regarded Grolier, Children's Press, Franklin Watts, and Grolier Online imprints. We are proud to provide libraries with the resources they need to prepare our children for the future.

www.scholastic.com/librarypublishing



SH SEVERN HOUSE

Edwin Buckhalter, Chairman

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

www.severnhouse.com



SirsiDynix

Gary M. Rautenstrauch, CEO

SirsiDynix helps libraries succeed. Using SirsiDynix means you have the leader in strategic technology solutions on your team, with deep functionality and experience working for you. SirsiDynix offers a comprehensive suite of solutions for superior library management and user experience. The solutions help libraries improve internal productivity and enhance a library's capabilities to better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix also assists libraries through software-as-a-service, personal consulting, and other professional services.

www.sirsidynix.com



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

www.sistersincrime.org

INVESTING IN AMERICA'S LIBRARIES



Derk Haank, CEO

Libraries are important partners for Springer, one of the most renowned scientific publishing houses in the world. Without you, the scientific community would not have access to our content and our publications would remain a well-kept secret. Springer publishes more than 5,500 new book titles and 1,900 journals every year - making us the largest eBook publisher in the world. Currently, we are in the middle of a pilot project, MyCopy, with twenty institutions which allows the registered patrons of university libraries to order a softcover copy of over 10,000 individual eBooks at a competitive price. SpringerLink, our electronic platform allows and instant overview of all material available on a particular subject, whether a journal or a book. Our online journal archiving activities now allow access to all of our journals back to Volume 1, Issue 1. Usage of SpringLink is enjoying unprecedented growth in usage.

www.springer.com/librarians



Standard & Poor's, a subsidiary of The McGraw-Hill Companies, is the world's foremost provider of investment research, company and industry information, independent credit ratings, indices, risk evaluation, data and valuations to both Information and Financial professionals. Standard & Poor's offers a full range of innovative electronic platforms for researchers in corporate, academic and public library settings including NetAdvantage, Research Insight, and Ratings Direct. NetAdvantage has recently increased coverage with the addition of the Daily Price Record a searchable and sortable database providing high, low and closing prices of over 75,000 US stocks traded on NYSE, AMEX and NASDAQ and enhanced Financial Education content with McGraw-Hill's Financial Literacy Now portal, as well as links to other helpful resources.

www.netadvantage.standardandpoors.com



Jose Luis Andrade, President, Swets North America

Swets is the world's leading subscription services company. We recognize that librarians need to supply access to relevant, timely information to ensure the continued success of their patrons. Our products and services power the work of professionals and students in thousands of organizations across the globe by partnering for the acquisition, access and management of information. Swets provides libraries with innovative services and support required to successfully meet the growing needs of customers.

www.swets.com



Chris Kibarion, President - IP & Science

Thomson Reuters is proud to be a part of the American Library Association's Library Champions program. We recognize the contributions our nation's libraries and librarians make toward strengthening science and scholarship in the United States. Thomson Reuters works with over 3,500 academic institutions to provide research solutions from Web of Science to EndNote. In all cases, libraries remain at the forefront of advancing knowledge exchange in a rapidly changing world, and we value opportunities to increase public awareness.

www.thomsonreuters.com



Dr. Vinod Chachra, President

Consistently in the forefront of library automation and information technology, VTLS has provided innovative software, custom solutions, and superior service to the global library community. We are now incorporating RDA compliant cataloging tools in the Virtua ILS, as well as custom Drupal modules in both Virtua and VITAL digital asset management software. Maintaining a steadfast commitment to both development and customer service, VTLS devotes 40 percent of its corporate resources to research and development and another 30 percent to customer support. Its independence and growth testify not only to the success of its corporate vision but also to the fulfillment of its stated mission to develop, market, and support exceptional library automation products.

www.vtls.com



Don Keller, CFO, VP, & Acting President

World Book sets the standard in publishing accurate, current, and reliable reference and learning materials for children and adults. The company is committed to creating educational products that meet the highest standards of editorial excellence in print and online.

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

www.worldbookonline.com

"\$ave \$teve" Launches – Smart investing @ your library goes online and interactive

It is growing more important to save money, and one library is using gaming to teach a skill that is gradually becoming a necessity: the Chesapeake Public Library has pulled out all the stops by rolling out a computer game called \$ave \$teve.

The game teaches some basic financial terms and is tailored to different age levels, children, teens and adults. But it is taking material that is dry and rather difficult to present by fitting it into a fun format and relying on the universal appeal of robots.

The story involves a boy opening a lemonade stand. Although he starts making money, he eventually winds up making bad financial decisions along the way, like spending the money right away or not saving. As the story progresses, Steve becomes a teen and then an adult.

Players will become swept up in the story of robots from another dimension, breaking through to Steve's world in order to save him, all the while absorbing dry financial information woven into the activities encountered throughout the game. It can be played by people of all ages with corresponding levels of difficulty.

To join in on the fun, you can log on to \$ave \$teve at www.savesteve.org.

The Chesapeake Public Library was awarded a \$100,000 Smart Investing @ your library® grant, in January 2009, to build a financial literacy game. The project, called "\$ave \$teve,"



features a multi-faceted investor education program designed to take an individual from rookie to confident investor no matter what their age. The main component of "\$ave \$teve" is an Interactive Multimedia Educational Website developed through a partnership with the Norfolk State University Creative Gaming and Simulation Lab, led by Dr. Rasha Morsi.

Smart investing@your library® is administered jointly by the Reference and User Services Association – a division of the American Library Association (ALA) – and the FINRA Investor Education Foundation. The program funds library efforts to provide patrons with effective, unbiased financial education resources. For more information about the program, visit smartinvesting.ala.org.

Dining in Dallas

Midwinter attendees won't want for a good meal

by Greg Landgraf

The informal parts of Midwinter—those personal meetings that take place outside of the official sessions, often over a good meal—can be among the most rewarding. Fortunately, Dallas offers plenty of options for tasty meals. Here, several Dallas librarians have shared some of their favorites.

Near the Convention Center

Within walking distance of the Convention Center, Susi Grissom, librarian at Travis TAG Vanguard and Academy of the Dallas Independent School District, recommends **Wild Salsa** for Mexican food authentic to Latin culture, such as mole poblano chicken, lamb shank barbacoa, or gulf redfish a la plancha. 1800 Main St., Suite 100. L Mon.–Fri., D Mon.–Sat. \$8–\$30 entrees. 214-741-9453. wildsalsarestaurant.com.

Also nearby is **Iron Cactus**, a Mexican grill and tequila bar with both a full and gluten-free menu. Grissom suggests sitting upstairs for a great view of downtown. 1520 Main St. L, D daily. \$10–\$19 entrees. 214-749-4766. ironcactus.com.

Neiman Marcus contains two restaurants and an espresso bar, although the sense of retail history may be the prime reason to eat there. The downtown location is the chain's original store, making it “sort of iconographic for Dallas,” says Bonnie Case, librarian at Highland Park Library. **NM Cafe** serves a variety of soups, sandwiches, and



Iron Cactus, a Mexican grill and tequila bar near the Convention Center.

salads, while the more formal **Zodiac** offers elegant, classic meals. NM Cafe: 1525 Commerce St., street level. L Mon.–Fri., \$9–\$16 (most under \$11) entrees, 214-573-8250. The Zodiac: 1618 Main St., level six. L daily. \$14–\$23 entrees. 214-573-5800, reservations recommended. neimanmarcus.com/dallas downtown.

Located inside the restored 1940s-era Belmont Hotel, **Smoke** is a barbecue joint that is a regular on the city's best-of lists, says Grissom. It's near the Convention Center, but a lack of public transportation and the barrier of I-35 mean that to get there, your best option will involve a short cab ride. 901 Fort Worth Ave. B, L Mon.–Fri. D daily. \$11–\$25 entrees. 214-

393-4141. smokerestaurant.com.

While not immediately adjacent to the Convention Center, the Uptown neighborhood warrants special consideration for Midwinter attendees. It is dotted with excellent restaurants and served by the McKinney Avenue trolley, a free transit line running on antique electric trolley cars from Ross Avenue (near the Fairmont Dallas, one of the conference hotels) to Blackburn Street.

For seafood, Eva Poole, director of nearby Denton Public Library, offers a pair of recommendations in **Truluck's** and **Pappadeaux Seafood Kitchen**. At both spots, she says, “I always just ask for the special, and whatever it is, it's always perfect.”

Truluck's menus are updated weekly with seafood, steak, and chicken options and a late-night menu. While a short walk from the trolley, Pappadeaux has a menu that includes seafood classics, grilled options, and cajun specialties. Truluck's: 2401 McKinney Ave. L, Mon.–Fri., D daily. \$19–\$46 entrees. 214-220-2401. trulucks.com. Pappadeaux Seafood Kitchen: 3520 Oak Lawn Ave. L, D daily. \$10–\$35 entrees. 214-521-4700. pappadeaux.com.

Mi Cocina serves Tex-Mex classics like tacos, enchiladas, and fajitas. Poole recommends the beloved local chain for its outstanding vegetarian options (though plenty of dishes include meat as well). It also has an extensive gluten-free menu. Several locations, including 3699 McKinney Ave. L, D daily. \$9–\$22 entrees. 469-533-5663. mcrowd.com/micocina.html.

Case recommends the **S&D Oyster Company** for oysters, shrimp, and broiled fish. The ambience is classic New Orleans, complete with black-and-white tile floor, waiters decked out in long white aprons, and a central water fountain. 2701 McKinney



Florida stone crab claws at Truluck's in the Uptown neighborhood.

Ave. L, D Mon.–Sat. \$4–\$18 entrees. 214-880-0111. sdoyster.com.

Cab or DART

Many of Dallas's best restaurants aren't near the Convention Center. Cabs or Dallas Area Rapid Transit, with two lines that serve the Convention Center, are necessary to reach these venues.

For gastropub-style food with a large beer selection and plenty of vegan options, Nicole Pagowsky, instructional services librarian, University of Arizona Libraries (previously librarian III, Dallas County Community College District), recommends the **Anvil Pub** in Dallas's Deep Ellum neighborhood not far from the Convention Center. It's a bike-friendly place also known for its grease-free green kitchen. 2638 Elm St. L Sat.–Sun., D daily. \$7.50–\$12 entrees. 214-741-1271.

Another of Pagowsky's favorites in Deep Ellum is **Monica's Aca y Alla**, a local favorite serving contemporary Tex-Mex and Mexico City dishes. Specialties include a Mexican lasagna; tilapia with olives, capers, and marinara salsa; and Tex-Mex classics such as enchiladas and burritos. Many dishes can be made vegetarian or vegan. 2914 Main St. L daily, D Tue.–Sun. \$8.50–\$17 entrees. 214-748-7140. monicas.com.

Pizza lovers have a couple of convenient options. **Cane Rosso** specializes in authentic Neapolitan



Lamb shank barbacoa at Wild Salsa.

pizza. Pagowsky recommends it for its high-quality ingredients, including dough made from stone-ground wheat flour, water, sea salt, and natural yeast; hand-crushed San Marzano tomatoes; and fresh mozzarella hand-pulled in-house daily. 2612 Commerce St. L Tue.–Sat., D Wed.–Sat. \$10–\$15 entrees. 214-741-1188. ilcanerosso.com.

Pizza Lounge is near the Fair Park stop of the DART Green Line. It offers original concoctions like a Hawaiian pizza with steak, macadamia nuts, pineapple, and Kona coffee; and the Spicy Muchacho with plenty of peppers that vary depending on what's locally available. Both Cane Rosso and Pizza Lounge offer plenty of options that are vegan or can be made vegan on request. 841 Exposition Ave. L, D daily. \$6–\$22 entrees. 214-887-6900. pizzaloungedallas.com.

The DART Red Line, which has a stop serving the Convention Center, offers service to several good restaurants. Lee Shuey, retired director of University Park Public Library, recommends the **Trinity Hall Irish Pub** just off the DART Mockingbird Station. The pub offers food updated from traditional Irish recipes such as the blarney cobb salad and Dublin Bay casserole. There are also plenty of events: live music Thursday through Sunday, a weekly pub quiz on Sundays, a Monday night poker game, and regular soccer and rugby telecasts. 5321 E. Mockingbird Lane, second floor. L, D daily. \$9–\$22 entrees. 214-887-3600. trinityhall.tv.

"Continue on the train to Northpark and you have your choice of good food," Shuey said. Selections near the station include familiar chains such as McCormick &

Schmick's, Maggiano's Little Italy, Corner Bakery, and T.G.I. Friday's. Less familiar, but a good spot for tasty Tex-Mex, is **Luna de Noche**. 8687 N. Central Expressway, #1804 (and other locations). L, D daily. \$6.25–\$10.95 entrees. 214-389-9520. lunadenochetexmex.com.

Kalachandji's is a gourmet vegetarian Indian buffet inside a Hare Krishna temple that has made a number of local best-of lists. The menu changes daily; check the website for current offerings. Pagowsky praises its "really nice outdoor seating area and dessert options." 5430 Gurley Ave. L, D Tue.–Sun. \$9–\$12 (though all prices are suggested donations). 214-821-1048. kalachandjis.com.

While it's also a cab ride away, Pagowsky recommends **Spiral Diner and Bakery**, a kitschy, inexpensive all-vegan diner in Oak Cliff that



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serves salads, sandwiches, and hot plates. On Sundays, try the all-you-can-eat pancake brunch for \$6. 1101 N. Beckley. L Tue.–Sun., D Tue.–Sat. \$6–\$10 entrees. 214-948-4747. spiraldiner.com.

The Bishop Arts District, a short cab ride from the Convention Center, is home to a number of good restaurants. Grissom recommends **Hattie's** for upscale, seasonal Southern food, including “great shrimp and grits and fried green tomatoes.” 418 N. Bishop Ave. L daily, D Tue.–Sun. \$9.50–\$33 entrees. 214-942-7400. hatties.com.

For local seasonal produce and meat, the **Dallas Farmers Market** is open daily from 8 a.m. to 6 p.m. The market is about a 15-minute walk from the St. Paul Station of the DART Red or Blue Line, which both serve the Convention Center. 1010 S. Pearl Expressway. 8 a.m.–6 p.m.

daily. Prices vary. 214-939-2719. dallasfarmersmarket.org.

Javier's Gourmet Mexicano is “not your typical Tex-Mex at all,” Case says, eschewing tacos and enchiladas for authentic Mexico City chicken, seafood, and beef dishes. 4912 Cole Ave. D daily. \$21–\$30 entrees. 214-521-4211. javiers.net.

While they are a cab ride away, several restaurants in the Snider Plaza shopping center on the north side of Southern Methodist University offer a variety of regional cuisines, says Shuey. Notables in or nearby include: **Amore Italian Restaurant**, 6931 Snider Plaza. L Mon.–Fri., D daily. \$7–\$20 entrees. 214-739-0502. peggysuebbq.com/Amore_Italian_Restaurant. **Peggy Sue BBQ**, 6600 Snider Plaza. L, D daily. \$6–\$15 entrees. 214-987-9188. peggysuebbq.com/Peggy_Sue_BBQ. **Cisco Grill** (Southwestern), 6630 Snider Plaza.

L, D Mon.–Sat. \$7–\$20 entrees. 214-363-9506. peggysuebbq.com/Cisco_Grill. **Kuby's Sausage House** (German), 6601 Snider Plaza. B, L daily, D Fri.–Sat. \$5–\$16 entrees. 214-363-2231. kubys.com. **Bubba's** (fried chicken), 6617 Hillcrest Ave. B, L, D daily. \$6.50–\$12 entrees. 214-373-6527. babeschicken.com/bubbas-dallas. **Bandito's** (Tex-Mex), 6615 Snider Plaza. L, D daily. \$8–\$18 entrees. 214-750-6100. banditos texmex.com.

Four wineries within the Dallas city limits will be hosting a Dallas Wine Trail January 21. From 11 a.m. to 5 p.m., visit all four and taste their wines, sample their food, and talk with the owners and their staff. Advance tickets (\$45) are required and include a free bottle of wine from one of the four wineries and a souvenir wine glass. Transportation between the locations is not

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Ginger, miso, and white soy-marinated swordfish at Dallas Fish Market.

included. Participating wineries are: **Calais Winery**, 3000 Commerce St., 214-453-2548, calaiswinery.com; **FUQUA Winery**, 3737 Atwell St. #203, 214-769-1147, fuquawines.com; **Inwood Estates**, 1350 Manufacturing St. #209, 214-902-9452, inwoodwines.com; and **Times Ten Cellars**, 6324 Prospect Ave., 214-824-9463, timestencellars.com.

Specialized guides

A number of individuals and organizations have developed dining guides for specialized moods, tastes, or dietary needs. Explore these lists for more recommended dining options.

Radical Reference's **Alternative Guide to Dallas** lists restaurants with vegan options near the Convention Center, as well as museums, bars, and "cool, random stuff" that cater to lifestyles and interests mainstream guides may overlook. zeemaps.com/287573.

DallasVegan.com also offers a listing of vegan- and vegetarian-friendly restaurants, as well as reviews and a printable dining guide.

If you're combining a special occasion with your Midwinter trip, **Dallas Dines Out** has created a list of the city's best romantic dining spots. dallasdinesout.com/romance.htm.

The **Dallas Ethnic Restaurants** meet-up group hosts events at authentic ethnic restaurants that can be found "lurking beneath the flashy chain-restaurant scene." Even if you don't attend the group's events, the listing of past and upcoming meet-ups give details about plenty of unique local spots. meetup.com/Dallas-Ethnic-Restaurants.

The Slow Food movement supports fair and local food producers and educates people about how their food choices affect the rest of the world. **Slow Food Dallas** offers a list of restaurants, groceries, and food producers whose practices align with these principles. slowfooddallas.com/Local_Picks.html.

Urbanspoon has created a list of Dallas's best restaurants friendly to gluten-free diets. urbanspoon.com.

The **Dallas Observer's** annual Best Of list is an eclectic affair, recognizing the city's best restaurants

in categories traditional (best sandwich, best breakfast, best Italian restaurant) and offbeat (best place to dig on swine, best use of cheese, and best thing that sounds disgusting but is actually quite tasty). dallasobserver.com.

The **Dallas Convention and Visitors Bureau** has customized its site for Midwinter attendees. The site lists dining options, attractions, entertainment areas and cultural hot spots, and discount coupons. visitdallas.com/welcome-ALA-2012.

Network through Dine Around Dallas

Midwinter attendees can meet their peers in eight-person networking dinners at a variety of Dallas restaurants through Dine Around Dallas, a group of local hot-spot restaurants. Pre-set dinner reservations are available on January 21 and 22 at:

The Common Table, a laid-back gastropub with an eclectic wine and beer selection. 2917 Fairmount St. \$9–\$24 entrees. 214-880-7414. thecommontable.com.

Sambuca Uptown, a dinner club with live music daily. 2120 McKinney Ave. \$12–\$42 entrees. 214-744-0820. sambucarestaurant.com

Dallas Fish Market, serving upscale seafood, steaks, and sushi. 1501 Main St. \$20–\$54 entrees. 214-744-3474. dallasfishmarket.com.

Dallas Chop House, an innovative steakhouse. 1717 Main St. \$26–\$48 entrees. 214-736-7300. dallaschophouse.com.

Wild Salsa, for authentic Mexican food. (See above for full recommendation.) 1800 Main St., Suite 100. \$8–\$30 entrees. 214-741-9453. wildsalsarestaurant.com.

Attendees can sign up for a single seat or with a colleague at signupgenius.com and search for "Irosales@ala.org" under the Find a Sign Up tab, or email Lindsay Rosales at Irosales@ala.org. ■

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Currents

■ November 30 **Doug Abbott** retired as librarian at Welland (Ont.) Public Library.

■ **Lupita Barron-Rios** has become deputy director for public services at Phoenix Public Library.

■ **Elizabeth Bird** became youth materials specialist and supervising librarian at New York Public Library in November.

■ January 1 **Mary Boone** retired as state librarian of North Carolina.

■ November 1 **Donna Bourne-Tyson** was appointed university librarian at Dalhousie University in Halifax, Nova Scotia.

■ November 21 **Charles Brown** became executive director of New Orleans Public Library.

■ December 15 **Evie Caranchini** retired as children's librarian for the Granby (Conn.) Public Library.

■ In November **Karen Conley** retired as public relations manager of the Chillicothe and Ross County (Ohio) Public Library.

■ **Deborah Defoe** retired as chief librarian of the Kingston Frontenac (Ont.) Public Library in December.

■ November 14 **Kimberlee DeNero-Ackroyd** became deputy director



Mary Boone



Rita Hamilton



Karl Kendall



Karen Snow

for Cleveland Heights—University Heights (Ohio) Public Library.

■ November 30 **Diane Foote** was appointed assistant dean of Dominican University's Graduate School of Library and Information Science in River Forest, Illinois.

■ In December **Pat Freitag** retired as children's librarian for Graham (Wis.) Public Library in Union Grove.

■ In January **Yijun Gao** becomes assistant professor at Dominican University's Graduate School of Library and Information Science in River Forest, Illinois.

■ In November **Mary Evelyn Garey** retired as librarian of Cameron (W.Va.) Public Library.

■ **Rita Hamilton** was named city librarian at Phoenix Public Library in November.

■ In February, **Pat Hawthorne** will become director of library organizational development and human resources at Emory University Libraries in Atlanta.

■ In November **Carole Hinshaw** retired as marketing and program officer at University of

Central Florida Libraries in Orlando.

■ **Jessica Hudson** is now Nevada County, California, librarian.

■ In November **Joquetta Johnson** became librarian at Pikesville High School in Baltimore.

■ **Karl Kendall** was appointed deputy director for systemwide services at Phoenix Public Library in November.

■ In December **Ellyssa Kroski** became manager of information systems at the New York Law Institute.

■ December 24 **Donna Lauffer** retired as county librarian of Johnson County (Kans.) Library.

■ In November **Judy Li** joined the University of Tennessee Libraries in Knoxville as business librarian.

■ January 2 **Ruth Lufkin** became director of Bernards Township (N.J.) Library.

■ January 1 **Deanna Marcum** became managing director of Ithaka S+R.

■ In December **Mary Mazanec** was named director of the Congressional Research Service at the Library of Congress in Washington, D.C.

CITED

■ **Jessica Nadine Hernández**, librarian at the Food and Drug Administration's Biosciences Library, was the only librarian among 25 winners of the 2011 Rising Star in Government Information Technology awards given by *Federal Computer Week*. Hernández was nominated for recruiting a team of creative and energetic federal employees ("NewFeds") who are interested in modernizing federal libraries.

■ November 17 **Hwa-Wei Lee**, dean emeritus of Ohio University Libraries in Athens, was honored for lifetime achievement in the rebuilding of libraries in China since the early 1980s and for his continuing efforts in promoting US-China library cooperation at the "Symposium on the Library Scholarship and Thoughts of Dr. Hwa-Wei Lee" held in Shenzhen, China, on November 17, 2011.

■ In December **Anne Meany** retired as director of Bernards Township (N.J.) Library.

■ November 14 **Linda Mielke** became director of James Prendergast Library Association and the Chautauqua-Cattaraugus Library System in Jamestown, New York.

■ **Laura Moody** recently became public services librarian at the Rock and Roll Hall of Fame Library and Archives in Cleveland, Ohio.

■ In November **Charlotte Picha** retired as manager of the Avon branch of Lorain (Ohio) Public Library System.

■ May 31 **Stanley Ransom** will retire as director of Plattsburgh (N.Y.) Public Library.

■ **Jeremy Reeder** has been named deputy director of the Maricopa County (Ariz.) Library District.

■ In December **Carol Shama** retired as director of Wood Library in Canandaigua, New York.

■ In November **Bo Simons** was appointed head librarian of the Healdsburg branch of Sonoma County (Calif.) Library.

■ November 14 **Grace Sims** became manager of the Pierce Streetsboro and Randolph branches of Portage County (Ohio) District Library.

■ November 14 **Devon Skeelee** was appointed New Mexico state librarian.

■ In January, **Karen Snow** becomes assistant professor at Dominican University's Graduate School of Library and

OBITUARIES

■ **Dorothy Broderick**, 82, died December 17. Broderick was the co-founder of *VOYA (Voice of Youth Advocates)* magazine and led the publication for 19 years. She began her career in the mid-1950s as a children's librarian before entering academia; she served as a professor at five library schools, including Dalhousie University in Halifax, Nova Scotia, since 1972. She served several terms on ALA's Intellectual Freedom Committee and received the Robert B. Downs Intellectual Freedom Award in 1987, the Freedom to Read Foundation's Roll of Honor Award in 1998, and the Scholastic Library Publishing Award in 1991.

■ **Carla M. Connolly**, 59, a librarian at South Suburban College in South Holland, Illinois, for 22 years, died November 6. She began her career in 1974 at Midlothian (Ill.) Public Library, joined South Suburban as a part-time telecourse assistant in 1981, and became full-time librarian in 1989. Her nephew, David M. Connolly, is a longtime staff member of ALA's Association of College and Research Libraries.

■ **Carol P. Cummins**, 73, former

head of public services at the Virginia Theological Seminary Library in Alexandria, died November 1.

■ **Pauline J. Shipp Love**, 100, died December 8. She was a librarian at Baker University in Baldwin, Kansas, and Atchison (Kans.) High School before joining the ALA Publishing staff as editorial assistant in 1942. Love became manager of special publishing projects in 1969, reporting to the associate executive director for Publishing Services.

■ **Frances McClure**, 69, former librarian at Montgomery County (Md.) Public Libraries, died of complications related to ovarian cancer November 10. Until her retirement in 1997, Frances served as chief of technical services, administrator for the Gaithersburg branch, and manager of bookmobile services.

■ **Michelle A. Visel**, 64, former conference director for ALA for 20 years, died November 17.

■ **Mary Wilson**, 49, died of leukodystrophy November 27. Wilson worked as head of youth services at the Rochester Hill (Mich.) Public Library for more than 10 years.

Information Science in River Forest, Illinois.

■ December 1 **Terri Stano** became director of Thayer (Mass.) Public Library in Braintree.

■ **MaryAnn Trygg** retired December 9 as county librarian of Nevada County (Calif.) Library.

■ December 31 **Jane Walsh-Brown** retired as assistant director of Westchester Public Library in Chesterton, Indiana.

■ **Catherine Way** has retired as director of the Chautauqua-Cattaraugus Library System and the James Prendergast Library Association in Jamestown, New York.

■ In December **Sharon Zuiderveld** retired as director of Jacksonville (Ill.) Public Library.

At ALA

■ November 14 **Al Companio** left ALA as director

of operations and support.

■ **Taina Lagodzinski**, production editor for *Booklist*, left ALA November 28.

■ **Brian Searles**, manager of advertising sales for *American Libraries*, left ALA November 11.

■ In October **Rebecca Vnuk** joined ALA as editor for reference and collection management for *Booklist*. ■

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

Making Progress by Fives

How to hone your skill set in no time

by Dorcas Hand

At the Australian School Library Association conference in October 2011, Executive Director Karen Bonanno offered several excellent insights in her keynote that are useful to all librarians in this era of tightened budgets and job opportunities. School librarians in particular may want to incorporate Bonanno's five-finger mnemonic device to craft that one-minute elevator speech practitioners should all have at the ready to explain to anyone who will listen what it is we do and why it is important.

Here's Bonanno's adaptation of the ideas in *The Midas Touch: Why Some Entrepreneurs Get Rich—and Why Most Don't* by Donald Trump and Robert T. Kiyosaki (Plato Publishing, 2011):

- Your thumb represents strength of character and the essential qualities of your position on a school campus.

- Your pointer finger points in your direction of focus, where you head with determination to successful implementation of your strong library program.

- Your middle finger is your brand, what you stand for professionally.

- Your ring finger is a reminder of your relationships on campus, the ones you build to ensure strong collaboration and excellent teaching.

- Your little finger represents the little things you do that others don't, your array of efforts that support students and teachers in their quest for excellence.

Bonanno also drew from Marc Dussault's recommendation to focus on strengthening any single aspect of your skill set for five minutes a day. He calculates that a 1% improvement per week multiplies into 167% worth of positive change per year (remember compound interest?); a daily 1% improvement adds up to a 3,778% gain per year.

Elephant in the library

This approach reminds me of a talk I attended a few months ago by Dan Heath, coauthor of *Switch: How to Change Things When Change Is Hard*. Heath uses the analogy of a rider, an elephant, and a path. Change requires that the rider understand where he is going, that the elephant wants to follow the rider's guidance along the path, and that the path is as smooth as possible.

School librarians have clarity of purpose and are already standing up for their centrality in providing youngsters with a good education. We also need to be sure community stakeholders—fellow educators and administrators, parents, journalists, and legislators—understand that purpose and motivate them to support us along the road.

Observers viewing our professional development efforts from a selfish perspective might conclude that we just want to keep our jobs. Of course we do, but what's most important is

that our jobs depend on the success of our students, not only in test scores but also in life after graduation. For example, we need to focus on ways to increase access to technology devices and information literacy skills for our students in poverty. Of those who have cellphones, many are unaware of the wealth of information they have at their fingertips to improve their futures.

If we use our five fingers to push the totality of our mission for five minutes daily, we can make the goal clear to the rider, smooth the path toward it, and motivate the elephant to follow the path we're clearing. That makes for a *Switch* in focus.

Use the five-finger focus to promote *Switch* thinking; five minutes a day, practiced consistently, can lead to huge positive changes. We can build these three perspectives into one structure to promote strong and essential school libraries—to ensure that our communities, administrators, and legislators understand what we do in school libraries, why we are essential to strong education, and how we can lead our students to success. ■



We can use our five open fingers to push the totality of our mission for five minutes daily, leading to huge positive changes.



DORCAS HAND is director of libraries for Annunciation Orthodox School in Houston.

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Add to Your (Library) Cart

How to get the most out of your status updates, tweets, and website

by David Lee King and Michael Porter

Welcome to Outside/In, our new column for *American Libraries*. Some readers may remember us from *Public Libraries* magazine, where we wrote about web topics relevant to librarians and the public library sector. Our goal with this column is to share practical information, news, and tips about emerging web and technology trends, as well as just-around-the-corner forecasting (the kind you can *use*), and do so in a way that encourages, informs, and hopefully entertains. In other words, Outside/In will aim to bring information about what's happening in the larger world of trends (outside) to see how they apply to libraries (in).

Our first column looks at “calls to action”—ways in which you can use your online presence to inspire people to engage with their library.

What is a call to action?

Simply stated, a call to action is a way to ask people—directly or indirectly—to do something. You could also describe it as a “next step,” that is, pointing people toward what to do, well, next. Take Amazon’s “add to wish list” and “add to cart” buttons, for instance, both of which are calls to action because they nudge customers on what they ought to do (*click the button and buy stuff*).

Turns out libraries can do something similar. We think it’s a waste of time if you went to the trouble of tweeting, Facebooking, or blogging

and did not include some type of call to action for your customers: So the next time you tweet or post on Facebook, think about what you want readers to do afterward. If it’s a library fact you’re posting, ask people what they think about it (asking a question is an indirect approach, implying that they can answer). If it’s a link to a library event, invite folks to attend and tell them to click a link to register.

On blog posts, popular web pages, or featured items in your library catalog, add a “share on” Facebook, Twitter, or other social network site button. This can be a powerful tool for outreach, with huge potential to help libraries engage with their community online.

Not just for Facebook

Aside from engaging on social networking sites, consider improving your library website with similar features. A slight tweak to a phrase can motivate customers to take those next steps: A link to your library card sign-up form shouldn’t use text such as “Library card sign-up form.” Instead, guide them more directly on what to do next, like “Get a library card.”

When it comes to a video, have your “on-screen person” ask viewers to click a link or subscribe to your library’s YouTube channel. You can also

create a YouTube annotation, which will appear as your video plays and help increase interaction. Even images can provide next steps for customers. Add a sentence that says “Click to register” or “Visit the department where this picture was taken.”

Now that you know what a call to action is and how to create one, what’s your next step?

Maybe you could start by tackling the wording of your website or the marketing campaign event you may have coming up? With time, you’ll gradually build a following that engages your customers and prompts them to sign up, sign in, and check something out.

Our call to action to you

Please tell us how you create next steps for your online library presence. We will mention some of our favorite submissions in a future column. And if you have a topic you would like covered or have an interesting story to share, we invite you to email us at michael.libraryman@gmail.com or davidleeking@gmail.com. ■



Amazon’s “add to wish list” and “add to cart” buttons are effective because they nudge customers toward what they ought to do (*click the button and buy stuff*).



DAVID LEE KING is digital branch and services manager for Topeka and Shawnee County (Kans.) Public Library. MICHAEL PORTER is currently leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.

Librarian's Library

Great lists of great reads

by Karen Muller

Each January, librarians, publishers, parents . . . and, well, anyone who has an interest in books and reading . . . await the announcement of the Youth Media Awards at the ALA Midwinter Meeting. While awards help us define the criteria for “good” books, the lists of winners and notables are just a few of the readers’ advisory tools available to help us learn about books and other library media so we can guide readers of all ages to the most appropriate resources, whether award-winning or not.

Among our ever-expanding choices are the extremely popular genres of graphic novels, manga, and street literature—all of which may be out of your comfort zone but are nevertheless worth learning about.

Advise and Contextualize

Stained-glass windows delight as well as teach, and so do graphic novels. In *Graphic Novels in Your School Library*, Jesse Karp, a school librarian and regular reviewer of graphic novels, provides a history of the genre—from its comic book

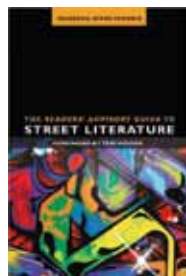


roots to its mainstream acceptance. In the book, illustrated by Rush Kress, Karp offers annotated reading lists by grade level,

lesson plans for learning about graphic novels, and skill-building exercises on how to visualize a sequence of events.

INDEXED. ALA EDITIONS. 160 P. \$50, PBK. 978-0-8389-1089-4

Street literature, or urban fiction, is set on inner-city streets. Its characteristics include vivid descriptions of those streets, stories that happen there, main characters who are often young adults, and stories that reflect the challenges of street life. In *The Readers’ Advisory Guide to Street Literature*, Vanessa Irvin



Morris provides an overview of what street literature is, a brief history of its development, and tips on advocating for and building an urban-literature collection, including lists of key titles to acquire.

INDEXED. ALA EDITIONS. 168 P. \$48, PBK. 978-0-8389-1110-5 (ALSO AVAILABLE AS AN EBOOK FOR \$38 OR AS A PRINT/EBOOK BUNDLE FOR \$56.)

In *Mangatopia: Essays on Manga and Anime in the Modern World*, editors Timothy Perper and Martha Cornog have assembled bibliographic essays exploring the history, art styles,



Go outside your comfort zone with graphic novels, manga, and street literature.

and influence of anime and manga, including their acceptance in Western culture.

Unlike the titles above, the authors here do not include a recommended reading list; rather,

they discuss the aspects of the genre that produce such a committed fan base.

INDEXED. LIBRARIES UNLIMITED. 275 P. \$50, PBK. 978-1-59158-908-2

Grief and loss are part of life. What we’re grieving for varies, of course, but the need to understand the issues and find guidance continues.

In *Helping Those Experiencing Loss: A Guide to Grieving Resources*, authors Robert J. Grover and Susan G. Fowler provide resources for all ages, categorized by the cause of loss—death, moving, adoption, divorce, etc. The selections are made according to well-defined criteria, and an age range for recommended material is indicated.

INDEXED. LIBRARIES UNLIMITED. 233 P. \$50, PBK. 978-1-59884-826-7

Reading aloud to preschoolers has long been considered to have a correlation to their later success with literacy. However, the benefits



ROUSING READS

IT'S THAT TIME OF YEAR



of hearing a book continue through a person's K–12 years, as Sharon Grover and Lizette D. Han-negan document in *Listening to Learn: Audiobooks Supporting*

Literacy. The coauthors also provide an annotated list of audiobooks, with key connections for educators.

INDEXED. ALA EDITIONS. 200 P. \$55, PBK. 978-0-8389-1107-5 (ALSO AVAILABLE AS AN EBOOK FOR \$44 OR AS A PRINT/EBOOK BUNDLE FOR \$64.)

Celebrating a Literary Legend

The Snowy Day and the Art of Ezra Jack Keats is a lovely biography of the acclaimed author and illustrator who received the Caldecott Medal in 1963 for *The Snowy Day*.

Biographers Claudia J. Nahson and Maurice Berger cover Keats's artistic development from being the



"background man" for Marvel Comics in the 1940s to his success as an illustrator of more than 80 books for children, most notably his

Snowy Day series featuring Peter. Beyond the quality of the art itself, the authors discuss how Keats broke new ground with his multicultural images.

The book is also the catalog for the traveling exhibit of the same name, which is on display at the Jewish Museum in New York City through January 29 before moving on to Amherst, Massachusetts; San Francisco; and Akron, Ohio.

INDEXED. JEWISH MUSEUM/YALE UNIVERSITY PRESS. 104 P. \$27.50. 978-0-300-17022-1 ■

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

American Boy, by Larry Watson



I've been reading Watson since his wonderful first novel, *Montana 1948*, was published in 1993. His latest, like much of his work, is a coming-of-age story with bite, as much about failure as it is about growth. The fact is, he had me with the first sentence: "I was 17 years old when I first saw a woman's bare breasts ... and when you consider that I also saw my first bullet wound on that same body, you have a set of circumstances truly rare."

Winston's War: Churchill, 1940–1945, by Max Hastings



A recent trip to the Cabinet War Rooms in London (an absolute must-see, by the way) prompted me to pick up Hastings's fascinating account of Winston Churchill's management of the British armed forces during World War II. Hastings gives Churchill his due as an inspirational leader and master speechmaker ("We shall fight on the beaches ..."), but he also points out that the British prime minister made his share of strategic blunders and endured a surprising amount of home-front criticism. History at its most galvanizing.

Isle of Joy, by Don Winslow



This is my rediscovery of the year. Early in his career, Winslow—now known for a bestselling mystery series about surfers in San Diego—wrote what, under the guise of an espionage novel, is really an homage to New York in the late 1950s. With that irresistible blending of nostalgia and crisp detail one finds in the classic black-and-white photographs of the era, Winslow captures the city at the tipping point when postwar society met the bohemian era.

1Q84, by Haruki Murakami



Murakami writes two kinds of novels: short, intimate, crystalline portraits of lovers, often struggling between secret selves, and much longer, broad-canvas epics. His latest falls into the latter camp but without sacrificing the intimacy of his shorter works. My favorite book of the year, hands down, it's a vividly imagined parallel-world adventure about a woman who walks off a Tokyo expressway and enters a two-mooned universe of confounding complexity. Expertly melding fantasy, realism, and romance, this is literary alchemy of the highest order.



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

Solutions and Services

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▲ Project MUSE's redesigned platform launched January 1 on its beta site. The new platform will provide digital access to more than 14,000 books from 66 university presses and related scholarly publishers, alongside more than 500 electronic journals. A search box on every page of the site offers users the option of searching both books and journals, or filtering by content type prior to running the search. During January, MUSE is providing a one-month preview period to allow librarians and scholars to discover the depth of both book and journal content available on Project MUSE.

▼ www.nbclearn.com

▼ NBC Learn and Blackboard Inc. have launched Solutions in Action, an online video series that focuses on innovative and successful uses of technology in education. The videos are produced by NBC Learn and explore topics such as new systems to better measure student progress, virtual platforms that expand access to new and unique subjects in the classroom, and project-based design technologies. A series of video interviews highlights innovators in education who are succeeding and how they're doing it.



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www.sirsidynix.com/bookmyne

SirsiDynix has announced the 3.0 release of the BookMyne mobile application. BookMyne 3.0 brings the complete mobile capabilities of BookMyne to Android mobile users and improves on its interface with streamlined navigation for users. BookMyne makes finding content easy with social features like Goodreads, reviews, and bestseller lists already integrated. Users can scan a book or movie barcode at a store to check its availability at their library and place it on hold. It also enables users to make changes and view updates to their lists from their mobile device. The release also allows library customers to create a customized version of the library mobile application by selecting BookMyne+. BookMyne+ can integrate multiple data sources, enabling libraries to push out event notifications, reading lists, social alerts, or suggested links.

To have a new product considered for this section, contact Katie Bane at kbane@ala.org.



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www.overdrive.com

OverDrive announces Test Drive, a program for libraries to support demonstration and lending of ebook reading devices and tablets to their patrons. The program includes device recommendations and guidelines for setup, maintenance, and support, as well as best practices for institutions that want to stock and lend ebook readers and tablets. Through the program, libraries can use Sony Readers for staff education and training, library demonstration, or lending to patrons, with more approved devices to come.

CASE STUDY

LEVERAGING GEOGRAPHIC DATA

Suffolk County, New York, has 54 public libraries serving all of eastern Long Island. But each library defines its service area by school district and township boundaries, making it sometimes challenging for people to determine which is their library. So the Suffolk Cooperative Library System turned to CIVICTechnologies for a geographic information system (GIS) that provides an interactive web map showing people where they can register for a library card.

Live-brary.com was created last year to be the digital library portal that provides access to electronic services shared by all the public libraries in the county. Patrons need to authenticate library card barcodes to access the OverDrive collection, databases, and homework help, so the library needed to provide an easy way for them to get a card and immediate access. Marc Futterman at CIVICTechnologies was able to pull together data from multiple municipal and government sources, make sense of it, and create a user friendly front-end that directs residents to a template

pre-populated with the correct information to identify their library. The Live-brary.com website brings up an interactive map where a patron types in his or her address to find the correct library, driving directions, and the library's hours. Then the patron can select the "Get a Card" button to register for a temporary library card.



Suffolk County built the Live-brary.com digital library portal using a CIVICTechnologies GIS.

Since the mapping technology was integrated with the ILS to provide online self-registration, the libraries have seen a definite increase in the number of card registrations. Patrons get a temporary barcode in a few moments, which is enough to download an ebook or get homework help.

Ruth Westfall, administrator for technology services for the Suffolk Cooperative Library System, said, "In addition to meeting our goal of facilitating patron self-registration at the correct library, 'Get a Card' has turned into a readily accessible directory of Suffolk County libraries for staff. This is a sophisticated tool that we could not have developed on our own. We're grateful to have found such a congenial partner in CIVICTechnologies."

www.civicttechnologies.com

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West Georgia Regional Library seeks dynamic and energetic **Library Director** to lead diverse 5-county regional system following retirement of previous director. Library system includes 18 libraries in Carroll, Douglas, Haralson, Heard, and Paulding Counties serving a population of 455,000, the largest population served by a regional library in Georgia. Library System also provides contractual services to 130 school media centers throughout the service area. Headquarters is located in Carrollton, GA, 50 miles west of Atlanta. Library system currently has four construction projects underway, with three nearing completion. Director is responsible for \$2M Budget plus additional capital projects. Supervises 30 employees; provides guidance and assistance to over 100 employees of affiliated libraries in the system. Meets regularly with 11 library boards throughout the system. Meets regularly with library branch managers at various branch locations. Qualifications: Master's degree in

Library Science from an ALA accredited institution and the ability to obtain a Grade 5-B certification from the Georgia State Board for the Certification of Librarians. Knowledge of personnel practices; facility operation and maintenance; financial management; and library construction practices. Excellent verbal, writing and speaking skills required. Ability to maintain effective working relationships with staff, library board members, elected officials, and community leaders in promoting library services and needs. Ability to work in ambiguous supervisory environments in a positive and graceful manner. Requirements include at least 5 years of progressively responsible library experience with 3-5 years of administrative experience. **Mail resume and three references to: Mr. Wes Tallon, Chairman West Georgia Regional Library Board c/o Communications Dept. Douglas County Board of Commissioners 8700 Hospital Drive Douglasville, GA 30135 Web Link: www.wgrl.net**

Mississippi Valley State University The Assistant Director, Head of Public Services is responsible for the dynamic leadership for the full range of traditional and emerging library Reference services inclusive of Information Literacy, coordination of Circulation, Interlibrary Loan, Computer Lab Commons, Media and Reserves of the James Herbert White Library. This position reports directly to the Director of the Library. Lead a staff of reference librarians, reference assistants and circulation assistant/clerk in customizing reference and circulation services as well as supervision and direction of the computer lab technicians. The Assistant Director collaborates in strategic planning, policy formulation, budget allocation, and develops, implements, and evaluates best practices for the public services. Also have strong leadership and supervisory experience. Supervises a department of two full-time librarians and nine Support Staff. Required ALA-accredited Master of Library Science (MLS) degree with 2 to 5 years experience in Reference and/or Circulation Departments of an academic library; demonstrate skills in developing and providing a full range of reference circulation and instructional service, including familiarity with automated system, electronic databases. Excellent interpersonal and written & oral communication skills. **Submit a letter of application, resume, transcripts, and the name and addresses of three (3) references to: Mississippi Valley State University Office of Human Resources MVSU 7260 14000 Hwy 82 W. Itta Bena, MS 38941**

Mississippi Valley State University The Reference/Instructional Librarian

is a provision of the Public Services in the library and provides assistant in research and direct students and faculty to the library's collection as well as providing library instruction in the User Access Education Program and serve as Outreach Librarian to the Greenwood and Greenville Centers. Reference Services, maintaining an up-to-date well balanced Reference and general collections. Library Instruction, coordinate and plan classes for library instruction for main campus as well as Greenwood and Greenville Centers. The successful candidate will have a background and/or experience in one of the humanities or social sciences; knowledgeable of or experience of library instruction; and coordinate, plan, expand, and evaluate of information literacy, and distance education best practices. Evening and weekend tour required with travel to Greenwood and Greenville Centers during the work week. Other Duties given by the Director or Assistant Director of the Library. ALA-accredited Master of Library Science (MLS) degree; experience in reference services; demonstrated ability to establish goals, set reasonable periods for accomplishing tasks, and effectively meet deadlines, and excellent interpersonal, written and oral communication skills. **Knowledge of information literacy issues; academic library experience, and or earned subject master's degree in addition to MLS Submit a letter of application, resume, transcripts, and the name and addresses of three (3) references to: Mississippi Valley State University Office of Human Resources MVSU 7260 14000 Hwy 82 W. Itta Bena, MS 38941**

Preservation Librarian Howard-Tilton Memorial Library, Tulane University Howard-Tilton Memorial Library invites applications for the position of **Preservation Librarian**. The library seeks to build its professional staff by recruiting talented, energetic librarians interested in shaping the future of Tulane University and New Orleans POSITION SUMMARY The Preservation Librarian is a detailed- and team-oriented librarian who works closely with Tulane's main library collection, offsite storage collection, and special collections including the Louisiana Research Collection, Hogan Jazz Archive, Latin American Library and Southeastern Architectural Archives. Reporting to the Director of Technical Services, the librarian will organize and maintain a comprehensive preservation assessment program for a broad range of physical collections, seek outside funding including grants, establish goals and objectives to develop a conservation lab and for the conservation of aged and damaged materials, advise on climate control as needed, advise on preservation issues



Dean of Library Services Rod Library

The University of Northern Iowa seeks a Dean of Library Services beginning July 2012. This position requires a master's degree in Library Science from an ALA-accredited program or equivalent and a second graduate degree in any field; at least five years of successful administrative experience in a higher education library setting; demonstrated strong written and oral communication skills; evidence of successful collaborative projects; and evidence of continuing scholarship, research, and professional participation warranting tenure at the minimum rank of Associate Professor. For details call (319) 273-2518 or go to www.library.uni.edu/about-us/employment to view the full position announcement. Pre-employment background checks are required. Applications received by February 29, 2012 will be given full consideration. EOE/AA

UNI is a smoke-free campus.

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

including disaster preparedness, and conduct awareness programs for staff and users. S/he will contribute service to library committees and task forces as well as to professional associations. **QUALIFICATIONS** Required: ALA-accredited MLS with a focus in preservation; understanding of library preservation and conservation issues, standards, trends, and best practices; ability to see the library as a whole and understand how preservation activities relate to its core mission; demonstrated concern for and expertise in handling physical collections; ability to work as part of a team as well as independently; excellent problem solving skills and attention to details; ability to be flexible and adapt to rapid change; excellent interpersonal, written, and oral communication skills; and a valid driver's license. Preferred: The candidate should have two years of work experience in preservation or conservation, or equivalent hands-on training; experience with grant writing and funding; experience with climate monitoring and control; experience supervising staff; experience with disaster preparedness documentation. Salary/Benefits: Salary is commensurate with qualifications and experience. Librarians are academic appointees; librarians do not have tenure or faculty rank, but in other respects receive the benefits of faculty members; generous benefits including a choice of health plans, tuition waiver for self, and undergraduate tuition waiver for dependents. Environment Tulane University is an AAU/Carnegie Research Institution and ranked by U.S. News and World Report among the top fifty national universities in the United States. The university is located in beautiful uptown New Orleans where it borders the St. Charles Avenue streetcar line and Audubon Park. Howard-Tilton Memorial Library is the University's main library with an ARL research collection of more than four million titles. **To Apply Review of applications will begin immediately and will continue until the position is filled with an expected start date of April 1, 2012, or earlier. To ensure full consideration, applicants**

must submit a letter of application, résumé, and names with full contact information of at least three professional references via email to Andrea Bacino (abacino@tulane.edu) or mail to: Tulane University Howard-Tilton Memorial Library Attn: Andrea Bacino 7001 Freret St. 2nd floor New Orleans LA 70118 Tulane University is an AA/EO Employer. Women and minorities are encouraged to apply.

Georgia College invites applications and nominations for the position of **Associate Director of Technical Services**. This position is responsible for the Technical Services department, encompassing acquisitions, serials, and cataloging. A candidate for this position will possess an ALA-accredited MLS or MLIS degree; two or more years of experience in the supervision of faculty and staff; effective leadership and communication skills; experience with integrated library systems; experience with cataloging, serials, or acquisitions. **For a complete description and to apply online, visit <https://www.gcsujobs.com/applicants/jsp/shared/frameset/frameset.jsp?time=1322576013206>**

The **University of Memphis** seeks dynamic and forward thinking individuals to fill **three library faculty positions. (1) Assistant to the Dean for Community Engagement (2) Cataloging Librarian (3) Instructional Services**

Librarian. These are 12 month tenure track positions. Librarians participate in the full range of faculty responsibilities. ALA-accredited MLS degree required. **Review of applications begins January 20, 2012 and may continue until positions are filled. Apply at <https://workforum.memphis.edu>.** To learn more about the University Libraries at the University of Memphis visit the libraries' web site at <http://www.memphis.edu/libraries/>. The University of Memphis is an EEO/Affirmative Action employer.

Mount Allison University invites nominations and applications for the position of **University Librarian**. Located in Sackville, New Brunswick, Mount Allison University is one of Canada's leading undergraduate liberal arts and science universities. The University has 2570 full-time students enrolled in degree programs in Arts, Commerce, Fine Arts, Music, and Science. The Library is a focal point for research and learning in a close, collegial environment. The University Librarian reports to the Provost and Vice-President (Academic and Research), and is responsible for overall administration, budget, planning, assessment, and policy development for library services, collections, and facilities. The University Librarian oversees the operation of the main library, the music library and the University Archives, while remaining engaged in the



Dean, Library & Information Services

For position details and application process, visit <http://jobs.plattsburgh.edu> and select "View Current Openings"

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- **Expertise in emerging data standards and their application in information retrieval**
- **10-15 years of progressively responsible positions in library/information science organizations The ability to travel nationally and internationally**
- **Prior P&L, operations and product management experience (highly preferred)**

Please contact us via email at OCLCExecDir@wittkiewer.com with your nominations or questions, which will be treated in confidence. To make an inquiry by phone please call Kerry Quealy at (630) 575-6159.

life of the library by working collaboratively with librarians and the archivist. The University Librarian concludes and manages any consortial agreements and facilitates the professional development of 7 librarian/archivist colleagues. The initial appointment is intended to be for a five-year term, commencing July 1, 2012, with the possibility of renewal. Qualifications • An MLS degree from an ALA-accredited program or equivalent; an additional advanced degree is preferred • At least five years of successful and progressively more responsible administrative experience in an academic library • Broad knowledge and understanding of current issues in academic librarianship • A record of achievement in the development and implementation of new technologies and innovative services in a complex library environment • Excellent leadership ability in a collegial environment and a strong commitment to the teaching, research, and service missions of a university • Ability to communicate and work effectively with university administrators, faculty, librarians, staff, and students • Demonstrated commitment as a Librarian to scholarship and professional growth **A full position profile may be found at: <http://www.mta.ca/>**

administration/vp/reviews/UniversityLibrarian_profile.htm Application Procedure Preference will be given to applications received before January 6, 2012. Applications should include a cover letter, a current curriculum vitae, a statement of vision for a successful academic library and the role of a university librarian, and names, telephone numbers, addresses, and e-mail addresses of at least three people prepared to provide a reference. (Referees will not be contacted without authorization from the applicant). These materials should be submitted to: Berkeley Fleming Provost and Vice-President, Academic and Research Mount Allison University 62 York Street Sackville, New Brunswick, Canada E4L 1E2 Fax: (506) 364-2299 E-mail: MLSMITH@MTA.CA

Indiana University-Purdue University Fort Wayne (IPFW) Walter E. Helmke Library (<http://www.lib.ipfw.edu>) seeks a knowledgeable and collaborative individual to work independently and in a team environment to provide innovative and effective information and instructional services and programs. The **Information Services and Instruction Librarian** will provide liaison services to the Departments of Anthropology, History and Political Science and serve as coordinator of the Government Documents program. This 12-month,

tenure-track position begins July 1, 2012. IPFW is the largest institution of higher learning in northeast Indiana, offering about 200 degree and certificate programs to more than 14,000 students. Responsibilities: Successful candidate will contribute to library initiatives to integrate information literacy programs across the curriculum, provide expert information and research services, expand digital initiatives, build physical and electronic collections and conceptualize the future of academic library public services. Will promote effective collaborative working relationships with IPFW Learning Commons' partners in an integrated approach to student academic success. Within liaison areas, responsibilities include providing research-consulting services; developing innovative information services and programs; teaching and assessing information literacy competencies in partnership with faculty; developing outreach activities for students and faculty; evaluating, selecting and using printed and electronic resources; and contributing to IPFW's digital initiatives. Other duties may be assigned. Qualifications: An ALA-accredited master's degree in library or information science and three years' experience in a library [or related] field is required. Preference given to candidates with experience in academic library settings, especially liaison-area assignments. Must demonstrate excellent written and interpersonal communication skills; ability to work independently and in teams; knowledge of general reference resources and specialized resources related to liaison areas; strong commitment to accurate, responsive information services; and familiarity with applying emerging technology to information and instructional services. Must meet the responsibilities of a tenure-track appointment with focus, initiative, innovation and impact in job performance, professional development/research/creativity and service. Salary and benefits: Salary dependent upon qualifications and experience. Benefits include eligibility for defined contribution retirement plan, group life

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Digital Resources/Preservation Librarian

Mervyn H. Sterne Library
University of Alabama at Birmingham

The position is available no later than July 1, 2012 at a rank commensurate with experience and qualifications. This is a twelve-month non-tenure earning academic appointment with generous fringe benefits; rank and salary will be based on qualifications.

To view the job description and requirements, please visit our website at <http://www.mhsl.uab.edu/facultyemployment/>.

Applications received by March 16, 2012 will receive first consideration. Send letter of application, current resume, and the names, addresses and telephone numbers of three references to: Anne Waldrop, Mervyn H. Sterne Library, University of Alabama at Birmingham, SL 172, 1530 3rd Avenue South, Birmingham, AL 35294-0014. Applications may also be e-mailed to mhsl-search@mail.ad.uab.edu.

The University of Alabama at Birmingham is an Affirmative Action/Equal Opportunity Employer and welcomes applications from qualified women and minorities. Women, minorities, individuals with disabilities and veterans are encouraged to apply.

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Nordic Studies Librarian / Assistant Instruction Coordinator

The Nordic Studies Librarian/Assistant Instruction Coordinator is responsible for collection development, reference, and outreach in Scandinavian Studies. As Assistant Instruction Coordinator, works with the Undergraduate Instruction Coordinator to design, implement and coordinate information literacy programs.

Applications are due by 5:00 p.m., Tuesday, January 31, 2012. To apply, please visit:

lib.washington.edu/about/employment/librarians/nordic

Send questions to Charles Chamberlin, Senior Associate Dean of Libraries: ccuwa@uw.edu

The University of Washington, an Equal Opportunity and Affirmative Action Employer, is building a culturally diverse staff and strongly encourages applications from female and minority candidates.

In compliance with the Immigration Reform and Control Act of 1986, the University is required to verify and document the citizenship or employment authorization of each new employee.

and health insurance, sabbatical leaves, liberal vacation and sick leave. **Application: Send letter of application, curriculum vitae and the names and contact information of three current references to: Susan Anderson, Walter E. Helmke Library, IPFW, 2101 E. Coliseum Blvd., Fort Wayne, IN 46805. Application deadline is February 28, 2012.** Employment is contingent on a satisfactory background records check. IPFW is an Equal Opportunity/Equal Access/Affirmative Action employer fully committed to achieving a diverse workforce.

Minnesota State University, Mankato Memorial Library seeks a flexible, innovative, service-oriented individual to serve as Journals Acquisitions/Reference Librarian. This position serves as a member of the Technical Services Team and is responsible for the successful acquisition of print, non-print, and electronic journals for the Library's collections and serves as a resource person to resolve questions and problems regarding journals acquisitions. Responsibilities include: Oversee journals acquisitions process; Serve as a contact person with subscription agents and other journal vendors; Licensing for e-journals; Monitor and report on account balances and expenditures using the ALEPH Acquisitions Module; and Share responsibility for development and implementation of ERMS. This position serves as a member of the Reference Services Team and provides all facets of traditional and electronic reference service in a busy library commons setting. Reference responsibilities will include some evening and weekend hours. All library faculty serve on teams as a subject liaison to one or more disciplines/programs, with responsibility for collection development and library instruction sessions; share in

providing introductory library instruction sessions; contribute to Library Services Department committees/activities; may participate in university governance through membership on committees and task forces. **REQUIRED QUALIFICATIONS:** MLS (or related Master's Degree) from ALA-accredited program; Experience with Reference Services or Technical Services. For Library information, visit: <http://www.lib.mnsu.edu/>. Additional information on Minnesota State University, Mankato can be found at: <http://www.mnsu.edu/>. **APPLICATION PROCEDURES:** Official vacancy notice and application information available at: <http://agency.governmentjobs.com/mankato/default.cfm>. Applications received by February 1, 2012 will receive priority. Review of applications will continue until on-campus interviews are scheduled. **Contact Information: Search Committee - Journals Acquisitions/Reference Librarian, Phone: 507-389-5956, TTY: 800-627-3529 or 711, Rebecca.schwartzkopf@mnsu.edu.** Minnesota State University, Mankato has a long-standing commitment to diversity and is actively seeking to nurture and enrich its underrepresented communities. Women, minorities and individuals with disabilities are encouraged to apply. Minnesota State University, Mankato is an AA/EO university and is a member of the Minnesota State Colleges and Universities system.

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The University of Michigan Library seeks an entrepreneurial, collaborative, innovative, and service-oriented leader for the new position of Associate University Librarian (AUL) for Research. Our new AUL will seize this unprecedented opportunity to promote the design and implementation of campus-wide services that will facilitate the collection, curation, management, and preservation of data in support of research across all disciplines. The AUL for Research must build partnerships with academic departments and programs to address the entire range of research needs on campus, be fully dedicated to public service, and support the activities of our subject specialists and department liaisons. We are looking for an academic leader who views the library as we do: as an integral part of a world-class research university.

Full description: <http://www.lib.umich.edu/aul-research>

The University of Michigan is an equal opportunity/affirmative action employer.

Inquiries and application submissions to:
Associate University Librarian for Research Search Committee
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Taking Care of Business

Entrepreneurship is a two-way street

by Will Manley

Public librarians have come up with all kinds of reasons why their communities should support them. Some of these reasons are even realistic:

- Many people enjoy reading or listening to a good book;
- Free Wi-Fi and electricity are attractive perks;
- Preschoolers love story hours and puppet shows;
- Students need a place to do homework assignments;
- Public access computers are very useful for digital have-nots;
- Meeting rooms are popular because America is totally committed to committees;
- Every self-respecting city, town, village, and hamlet has a public library (i.e., peer pressure).

Unrealistic reasons include:

- Libraries are the foundation of democracy;
- Libraries are the university of the people;
- Libraries are an important catalyst for economic development.

During my 35-year career, I had

high hopes for the role public libraries could play in creating a business-friendly community. As a result, I spent a lot of time developing and publicizing business collections and services. Then I got promoted to city manager, and I suddenly became responsible for luring new businesses to town. Community development is the lifeblood of any municipality, and I worked hard at it and had a number of successes—IKEA, Costco Home, the annual college football Insight Bowl, and the training camp for the Los Angeles Angels of Anaheim—but the library never entered into the equation, even though I always promoted it as a community asset. What I discovered, quite frankly, was that companies were more interested in other local resources, especially tax incentives, land prices, and the quality of the local work force.

This doesn't mean we shouldn't try to appeal to our business client-



Libraries are important to business owners who can't afford an office.

ticed that a certain kind of entrepreneur would proudly set up shop in the library.

And why not? We had everything a business owner needed: fax machine,

photocopier, pay phone, and study rooms for conferences. Throw in an impressive business reference collection and a supportive reference staff and who needs an office, a secretary, and a monthly utility bill?

Was this kind of service excessive or even inappropriate? Before you answer that, think of all the little perks library regulars often get, including: bathroom shaving and bathing privileges, sleeping accommodations in the periodicals room, and Dumpster-diving dining opportunities.

I became so fascinated with the phenomenon of small businesspeople setting up shop in the library that at one point I even considered creating a "small business incubator" wing in the adult section. I envisioned it as a series of cubicles that entrepreneurs could rent for a nominal sum. But the idea turned sour when I overheard a political lobbyist, a man who had officed at the library for years, tell a client on the phone that he was on a campaign to eliminate welfare cheaters who "freeload" on the government. ■

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.



"So, why are you doing my performance evaluation? You don't even work here."

tele. One of the quirks I discovered from working in public libraries for so long is that we are vitally important to a certain type of business owner—those who can't afford an office. Even in the analog days I no-

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