american libraries

SPECIAL ISSUE

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

The State of AMERICA'S LIBRARIES

A Report from the American Library Association

2013

American Libraries
Digital Supplement
Special Issue

Top Ten Frequently Challenged Books

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*A fully accessible version of this report is available on the American Library Association website.

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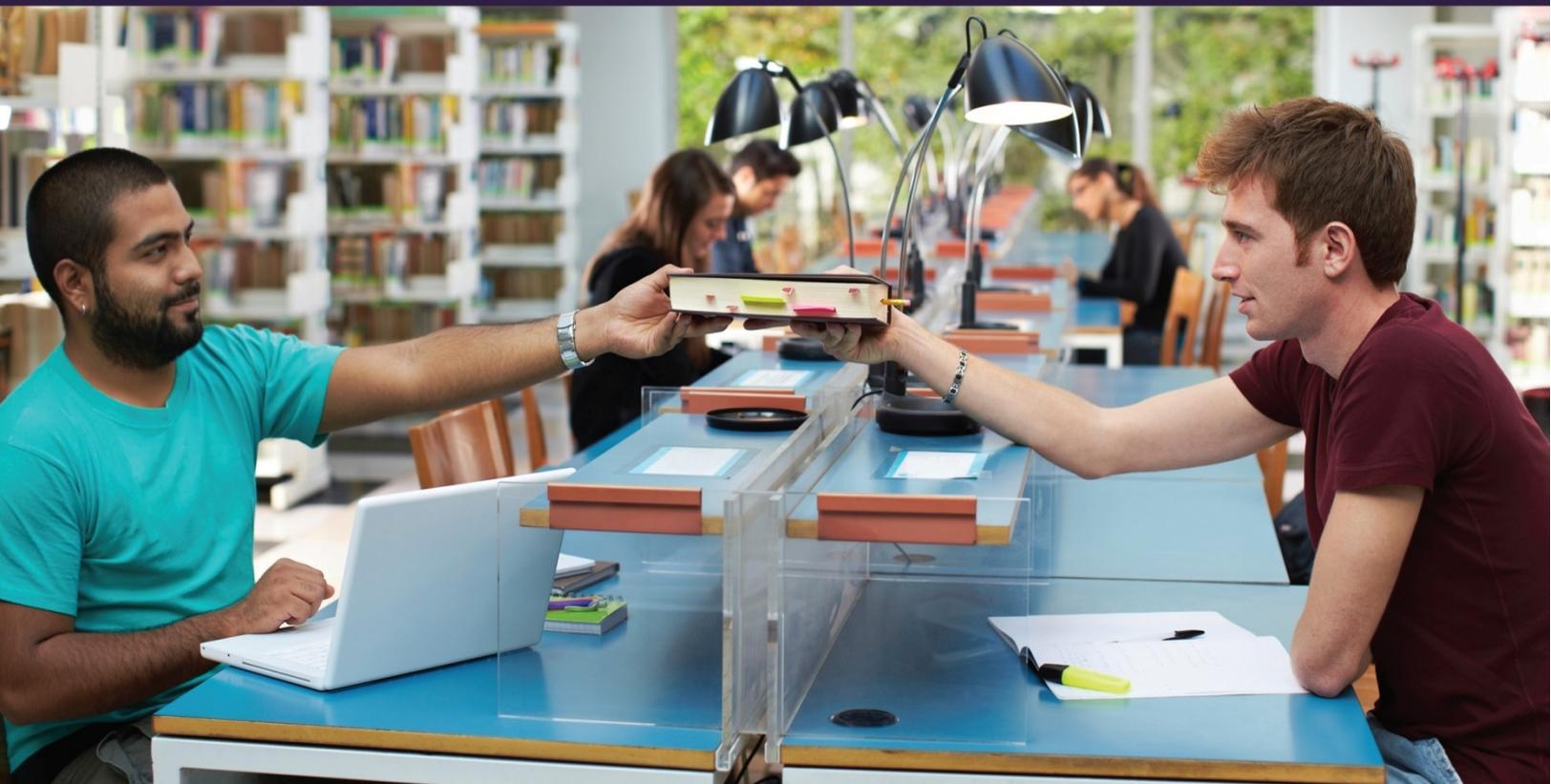
Libraries continue role as transformative institutions

After an economic recession that has left about 12 million Americans unemployed and millions more underemployed, libraries continue to play a transformative role in their communities.

The more than 16,000 public libraries nationwide "offer a lifeline to people trying to adapt to challenging economic circumstances by providing technology training and online resources for employment, access to government resources, continuing education, retooling for new careers, and starting a small business," Maureen Sullivan, president of the American Library Association, said in an open letter published July 10, 2012. Three-fourths of public libraries offer software and other resources to help patrons create résumés and find employment materials, and library staff help patrons complete online job applications, Sullivan wrote, responding to a June 8 post about the value of a library and information science master's degree on the *Forbes* website.

"More than ever, libraries are community hubs, and it is the librarian who works to maintain a safe harbor for teens, a point of contact for the elderly, and a place to nurture lifelong learning for all."

HOW PEOPLE USE LIBRARIES. 53% of Americans told the Pew Internet and American Life Project that they had visited a library or bookmobile in person in the past 12 months. This is what they said they did at the library.

Browsed the shelves for books or media	73%
Borrowed print books	73%
Researched topics that interest them	54%
Got help from a librarian	50%
Sat, read, and studied, or watched or listened to media	49%
Used a research database	46%
Attended or brought a youngster to a class, program, or event designed for children or teens	41%
Borrowed a DVD or videotape of a movie or TV show	40%
Read or checked out printed magazines or newspapers	30%
Attended a meeting of a group to which they belong	23%
Attended a class, program, or lecture for adults	21%
Borrowed or downloaded an audiobook	17%
Borrowed a music CD	16%

Source: Pew Internet and American Life Project, "Library Services in the Digital Age" (January 2013).

The economic and social challenges that libraries and their patrons face are aggravated by the automatic federal budget cuts known as sequestration that went into effect on March 1, 2013, after Congress and the White House were unable to reach an agreement on tax reform and deficit reduction.

The full effects of sequestration on libraries and their patrons will become known only as time passes, but the library community and the ALA continued to explore various opportunities to secure funding for libraries. The ALA Washington Office in particular met with members of Congress and reached out to congressional staff to keep them informed about the services libraries provide to help everyday Americans.

Outlook especially gloomy for school libraries

Sequestration promised to aggravate an already bleak situation for school libraries, where the number of school librarians has declined.

"Budget cuts have eliminated support for many school library programs and the librarians who work in them," John Palfrey, president of the Digital Public Library of America Board of Directors, wrote January 22, 2013, in *School Library Journal.* "These types of cuts to school libraries are short-sighted."

As federal spending to the states shrinks, the states—many already in a budget bind of their own—begin to cut aid to education, and that often means funding for school libraries.

ALA President Sullivan spelled out why this is a bad idea in her July 2012 open letter to *Forbes*:

"In schools across the country, librarians support teaching by providing students access to the tools and resources necessary to gain 21st-century learning and digital literacy skills to enable them to compete in a global economy," she wrote. "Librarians are teaching students how to navigate the internet and how to conduct research. They foster a love of reading and prepare them for college, where specialized academic and research librarians then continue to support and guide their education."

Digital content: A focus, and an area of contention

"Digital content and libraries, and most urgently the issue of ebooks, continues to be a focus [of the library community],"ALA Executive Director Keith Michael Fiels wrote in the January/February 2013 issue of *American Libraries* magazine.

A Pew Internet and American Life study published at the end of 2012 indicated that the proportion of all Americans age 16 and older who read ebooks had increased from 16% to 23%, while the proportion of those who had read a printed book in the previous 12 months fell from 72% to 67%. The shifts coincide with an increase in the ownership of electronic book reading devices.

"The growth of electronic reading holds significant opportunities and threats for both public libraries and publishers," David Vinjamuri wrote January 16, 2013, in *Forbes*. Public libraries may seem like a thorn in the side of embattled publishers, who are always on the lookout for the next *Fifty Shades of Grey* or *Hunger Games* and would prefer that the current fight over ebook pricing quietly disappear, according to Vinjamuri.

But he got it right when he wrote: "There is another side to public libraries in America: They are dynamic, versatile community centers. . . . More than half of young adults and senior citizens living in poverty in the United States use public libraries to access the internet to 'find work, apply to college, secure government benefits, and learn about critical medical treatments,'" among other things. "For all this, public libraries cost just $42 per citizen each year to maintain."

Meanwhile, libraries and publishers of ebooks continued to seek some middle ground that would allow greater library access to ebooks and still compensate publishers appropriately. So far, the progress has been slow, as some publishers either still flatly refused to make ebooks available to libraries or made them prohibitively expensive.

ALA President Sullivan was among those who strongly criticized the lack of progress by the largest publishers that were not yet making ebooks available to libraries. "It's a rare thing in a free market when a customer is refused the ability to buy a company's product and is told its money is 'no good here,'" Sullivan wrote September 24, 2012, in *American Libraries'* E-Content blog.

Transformation extends to the community

But the transformation of libraries of all types involves much more than just the digital revolution. It also extends to community relationships, user expectations, library services,

physical space, library leadership, and the library workforce, according to ALA Executive Director Fiels. Brett W. Lear, director of the Martin County Library System in Stuart, Florida, said that as the library profession pursues transformation, ongoing budget pressures will force individual library systems and the profession as a whole to sharpen their responses.

"We'll have to become better and better at planning and prioritizing," said Lear, author of *Adult Programs in the Library* (ALA Editions, 2012). "We'll have to be sure to deliver the services that bring about value and change in our communities. We'll have to get better at ending services that have run their course. We'll have to make partnership-building a top priority so that we can work with others to deliver services that we can't deliver on our own."

Another voice: "People are looking for trusted organizations in their communities to come together, to focus on our shared aspirations and not just our complaints," Rich Harwood, founder and president of the Harwood Institute for Public Innovation, said in a panel discussion, "The Promise of Libraries Transforming Communities," held at the 2013 ALA Midwinter Meeting in Seattle. "I think libraries are uniquely positioned in the country to do this."

And another: "You are on the front lines of a battle that will shape the future of our country," Caroline Kennedy said in a speech at the Carnegie Corporation of New York/*New York Times* I Love My Librarian Award ceremony in New York City in December 2011. "It is a battle that is fought out of view, and the heroes are people who didn't seek a career of confrontation but who live lives of principle and meaning—understanding that the gift of knowledge is the greatest gift we can give to each other. Whether it is providing a social environment for seniors, a safe space for kids after school, or a makerspace to unleash the talent in the community, libraries are becoming more important than ever."

Libraries are responding in many ways. As the ongoing economic slump leads many Americans to reexamine their financial circumstances, public and community college libraries, for example, continue to provide patrons with reliable financial information and investor-education resources and programs, many of which target teens and young adults. The effort is funded in part by the FINRA Investor Education Foundation and receives management support and training from ALA's Reference and User Services Association.

Some libraries are also seeking new partners within the library community; three founding members of a joint-use college–public library in Houston wrote *Joint Libraries: Models That Work* (ALA Editions, 2012), which scrutinizes the successes and failures of the joint-use model. And as librarians work to define their roles in a digital age, some even see an opportunity to fill the void created by the loss of traditional bookstores.

The ALA's new Libraries Matter portal provides access to information on hundreds of studies that document the impact of public, academic, and school libraries on local economies, community development, and literacy and education. And the ALA's rapidly growing Transforming Libraries site provides "one stop" access to information on resources, publications, webinars, and online discussion groups and communities—all created by librarians.

On the front lines of the battle against censorship

Meanwhile, the struggle against censorship continues unabated, and the ALA remains on the front lines. For example, Banned Books Week, an annual event sponsored by the ALA and other organizations, celebrates the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted banning of books across the United States.

A perennial highlight of Banned Books Week is the Top Ten List of Frequently Challenged Books, compiled annually by the ALA Office for Intellectual Freedom (OIF).

The most-challenged items in 2012 ranged from the mischievous Captain Underpants series, which made the list in 2002, 2004, and 2005, to newcomers *Thirteen Reasons Why* and *Looking for Alaska.*

Here is the Top Ten List of Frequently Challenged Books in 2012:
- *Captain Underpants* (series), by Dav Pilkey
- *The Absolutely True Diary of a Part-Time Indian,* by Sherman Alexie
- *Thirteen Reasons Why,* by Jay Asher
- *Fifty Shades of Grey,* by E. L. James
- *And Tango Makes Three,* by Justin Richardson and Peter Parnell
- *The Kite Runner,* by Khaled Hosseini
- *Looking for Alaska,* by John Green
- *Scary Stories* (series), by Alvin Schwartz
- *The Glass Castle,* by Jeannette Walls
- *Beloved,* by Toni Morrison

Elsewhere in this report on *The State of America's Libraries,* you will learn that:
- As colleges and universities sharpen their focus on outcomes, including assessing student learning and graduation rates, academic librarians are looking for new ways to help students analyze information and apply it to new contexts, reflect on what they know, identify what they still need to learn, and sort through contradictory arguments.
- Technology marches relentlessly on, and communication and marketing rely more and more on social media. Can libraries keep up? In a word: Yes.
- The fact that libraries still bring solid economic dividends to the communities they serve found ample expression in bricks and mortar in 2012, though there was somewhat of an increased emphasis on renovation as opposed to new construction.
- The library profession still faces the challenge of increasing its diversity, which has grown only slightly since the 2000 Census. The ALA has supported 700 Spectrum scholars, but ALA Executive Director Fiels and others agree that much work still lies ahead. Among those concurring is Brett W. Lear: "Somehow we need to figure out how to get young people interested in pursuing a career in libraries, so that we see more diversity in terms of graduates with an MLS," he said. This will be particularly challenging because of the "monumental budget and staff reductions in recent years."

INTRODUCTION

Public libraries weather storm; school librarians under siege

Most U.S. public libraries have weathered the storm of the Great Recession, maintaining their role as a lifeline to the technological skills essential to social inclusion and full participation in the nation's economy, according to *Libraries Connect Communities: Public Library Funding and Technology Access Study 2011–2012* (*PLFTAS*).

The outlook for school librarians, on the other hand, is much less positive. Their numbers declined more than other school staff from 2007 to 2011, with the exception of instructional coordinators and supervisors, according to the National Center for Education Statistics. The total number of school librarians fell steadily each academic year from the 2006–2007 school year through 2011.

And the outlook for 2013 was plunged into further uncertainty when the federal budget cuts known as sequestration kicked in on March 1, 2013. The full effects of sequestration on libraries and their patrons will become more apparent as time passes, but some effects were already clear. The budget for the Institute for Museum and Library Services (IMLS), for example, has been cut by about 5%, which means that state programs will also be cut. And as federal aid to states shrinks, the flow of state dollars to schools—and their libraries—will also be reduced even more than they have been already.

Even the generally positive *PLFTAS* report underscores the competing concerns that face America's libraries: cumulative budget cuts that threaten access to libraries and services, increasing demand for technology training, and the chronic presence of the digital divide.

Some highlights from the 2011–2012 *PLFTAS,* based on survey responses from 7,252 public libraries:

- 62% of public libraries report that they are the only source of free public access to computers and the internet in their communities.
- 57% report flat or decreased operating budgets, while 60% report increased use of public internet computers.
- 76% offer access to ebooks, an increase of 9% from the previous year.
- 39% provide e-readers for checkout by patrons.
- 91% provide free Wi-Fi, and 74% report that use of Wi-Fi increased in 2011.

Even with signs of economic recovery in the United States generally, many libraries across the country continue to be faced with budget cuts, branch closings, and reduced staffing and hours, the report said. As a result, many libraries are placing increased dependence on Friends groups; however, many of these groups report that their membership is "aging out," with most of their active members more than 65 years old, said Sally Gardner Reed, executive director of United for Libraries: Association of Library Trustees, Advocates, Friends, and Foundations.

Bureau of Labor Statistics data indicates that the largest cohort of volunteers in the United States overall are 48–66 years old—in other words, the Baby Boom generation. United for Libraries is working with existing Friends groups to help them restructure their volunteer opportunities to match the new requirements of a new generation of volunteers.

As ebook reading surges, publishers and libraries seek middle ground

As ebook reading continues to surge, the library community and publishers continue trying to find equitable middle ground that will allow libraries to purchase and lend ebooks while allowing publishers to realize a fair profit.

Underlying the dialogue was a Pew Internet and American Life report published in late 2012 that showed that the proportion of all Americans age 16 and older who read ebooks had increased by half, from 16% to 23%, while the proportion of those who had read a printed book in the previous 12 months slipped from 72% to 67%.

The American Library Association met with publisher groups throughout 2012 to try to work out the copyright issues that have bedeviled the dialogue to date. This in turn led to a broader examination of the entire publishing ecosystem, including not only publishers and libraries, but also intermediaries, authors, and even literary agents. The refusal of some publishers to even sell ebooks to libraries was a painful sticking point.

"It's a rare thing in a free market when a customer is refused the ability to buy a company's product and is told its money is 'no good here,'" ALA President Maureen Sullivan wrote in a September 24, 2012, open letter regarding the refusal of Simon & Schuster, Macmillan, and Penguin to provide access to their ebooks in U.S. libraries. "Publishers, libraries, and other

entities have worked together for centuries to sustain a healthy reading ecosystem—celebrating our society's access to the complete marketplace of ideas. Given the obvious value of libraries to publishers, it simply does not add up that any publisher would continue to lock out libraries."

Louisiana cuts almost $1 million in state aid to libraries

Louisiana Governor Bobby Jindal excluded $896,000 in aid to libraries when he signed the state budget in June 2012, and legislators failed to find funding for libraries during the regular session. The governor's chief budget aide said in a statement: "In tight budget times, we prioritized funding for health care and education. Operations such as local libraries can be supported with local, not state dollars."

The distress felt in tiny Concordia Parish was typical. Concordia (population 20,876) formerly received $12,000 a year from the state, which it used to maintain its 52 personal computers and buy new software equipment.

"There's no longer a food stamp office; there's no longer a social security office," Amanda Taylor, library director for the parish, said in the June 28, 2012, *Library Journal.* "In our rural parish a lot of our people have low literacy skills and very few computer skills. They come to the library because all of that has to be done online. There are some offices in some bigger areas but there's no mass transportation and a lot of our people do not have transportation to a place that's two hours away. . . . And almost all of the companies require you to do a job application online, even if it's just for a truck driver who doesn't need to be great at computer skills, so it is very important that we offer this service."

Future maintenance costs will come out of the books and materials budget, Taylor said.

The governor of Georgia, on the other hand, announced on October 18, 2012, that the state, which had been criticized by ALA President Maureen Sullivan and others after eliminating funding for the Georgia State Archives, would provide enough funding after all to keep the archives open through June 30, 2013, and that they would be transferred to University System of Georgia on July 1.

Most state libraries manage to hold the line

The Chief Officers of State Library Agencies were surveyed in November and December 2012. The results showed that state libraries did well to hold the line from fiscal 2012 to fiscal 2013:

RESPONSE	NUMBER OF STATE LIBRARIES*	PERCENTAGE OF ALL RESPONSES
State funding increased	9	19.6%
State funding decreased	17	37.0%
No change	17	37.0%
Too early to know**	3	6.5%

* Georgia, Massachusetts, Rhode Island, and Wisconsin did not participate.
** State had not yet started FY13.
Source: ALA Office for Research and Statistics

The survey also covered direct state aid for public libraries in fiscal 2013 vs. fiscal 2012:

RESPONSE	NUMBER OF STATE LIBRARIES*	PERCENTAGE OF ALL RESPONSES
State aid increased	6	13.0%
State aid decreased	10	21.7%
No change	16	34.7%
Too early to know**	3	6.5%
No direct state aid to public libraries	11	23.9%

* Georgia, Massachusetts, Rhode Island, and Wisconsin did not participate.
** State had not yet started FY13.
Source: ALA Office for Research and Statistics

Other facts gleaned from the 2012 survey:
- Eleven states (23.9%) reported that they were aware of public library closures in their states in the past 12 months. This was about the same as the previous year, compared with 17 states in 2010. All participating states reported closures of five or fewer outlets.
- Thirty states (65.2%) reported public library hours had been cut in the past 12 months due to funding cuts, compared with 82% the previous year.
- Texas noted a 65% reduction in state funding.

The battle against censorship rages on

Librarians and other citizens continued to battle against censorship in the past year, and some of the combatants were quite young.

Amanda Wong, 17, a student at Rocklin (Calif.) High School and a member of the materials reconsideration committee, was the lone dissenter when the committee voted at the beginning of the 2012–2013 academic year to remove the Stephen King novella *Different Seasons* from the school library's shelves. Wong continued to fight the ban and spoke against the decision at a later school board meeting. After hearing her concerns that the removal "opens a door to censoring other materials," the district superintendent overturned the committee's decision and returned the book to the library's collection on November 2, 2012.

The ALA's Office for Intellectual Freedom keeps track of such matters and each year puts together a list of the Top 10 Banned Books. Here's the 2012 list, as compiled by the OIF from 464 recorded challenges:

Top Ten List of Frequently Challenged Books in 2012:
- *Captain Underpants* (series), by Dav Pilkey
- *The Absolutely True Diary of a Part-Time Indian,* by Sherman Alexie
- *Thirteen Reasons Why,* by Jay Asher
- *Fifty Shades of Grey,* by E. L. James
- *And Tango Makes Three,* by Justin Richardson and Peter Parnell
- *The Kite Runner,* by Khaled Hosseini
- *Looking for Alaska,* by John Green
- *Scary Stories* (series), by Alvin Schwartz

- *The Glass Castle,* by Jeannette Walls
- *Beloved,* by Toni Morrison

Daunting dilemmas yield surprising solutions

Through it all, libraries continue to adapt and sometimes amaze.
- When a Walmart in McAllen, Texas, moved to a larger location, the city transformed the space into a 123,000-square-foot main library that the McAllen Public Library system says "may very well be the largest single-floor public library in the nation."
- When the Seattle Public Library closed for a budget-driven unpaid week's furlough in August 2012, activists put together the "Seattle People's Library" on the steps of the Douglass-Truth branch, including not just books but computers with internet access, free public Wi-Fi, music, and storytime readings.
- The Tulsa (Okla.) City-County Library's Central branch now has a case worker from the state's Family and Children's Services department on hand four hours a day, five days a week, to assist homeless and indigent visitors.
- And where would you expect the largest culinary library in the South to be located? Right! Served up by the Southern Food and Beverage Museum as a branch of the New Orleans Public Library, the new building, scheduled to open in spring 2013, will house thousands of volumes of cookbooks, menus, recipes, archival documents, and other literature about the food and foodways of the South. The collection will not circulate but will be open to the public.

Other highlights from this report

Elsewhere in this report on *The State of American's Libraries,* you will find that:
- Public and academic librarians' salaries remained basically flat, according to the *2012 ALA-APA Salary Survey: Librarian—Public and Academic,* which shows aggregated data from 11,315 individual salaries of librarians with an ALA-accredited master's from 618 libraries, categorized by region and state.
- The proportion of readers who owned either a tablet computer or an ebook reading device such as a Kindle or Nook grew from 18% in late 2011 to 33% in late 2012, according to a Pew Internet and American Life report published in late 2012.
- Even as technology marches relentlessly on and communication and marketing rely more and more on social media, "library programs continue to matter, not only for the cultural health of communities but for children gaining literacy, adults finding literacy, [and] adults finding work," said a longtime library observer.
- Library construction has continued apace in the past year and is becoming "greener" and more innovative all the time. The emphasis, however, shifted somewhat from new construction to renovation projects.
- The library community debated a difficult First Amendment point: When does filtering turn into censorship? In 2012, the ALA Office for Intellectual Freedom and the ALA Intellectual Freedom Committee addressed the issue in a major revision to its "Libraries and the Internet Toolkit."

PUBLIC LIBRARIES
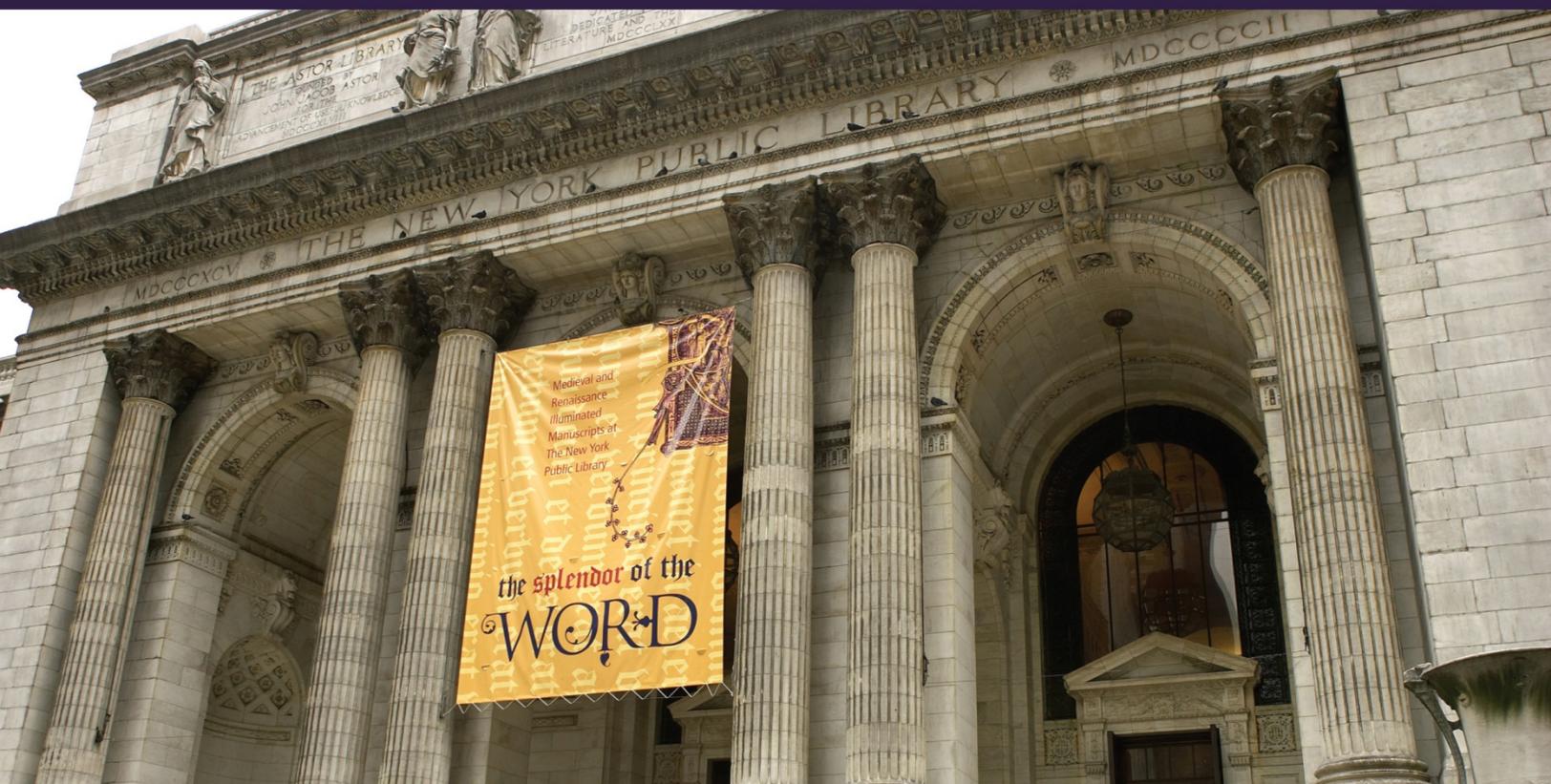
Technology, books, and reference librarians "very important," report says

Access to free technology, the ability to borrow books, and the availability of reference librarians are the key services now offered by public libraries, according to survey results released in January 2013 by the Pew Research Center's Internet and American Life Project.

Among Americans ages 16 years and older, 80% say borrowing books is a "very important" service libraries provide, and 80% say reference librarians fall into the same "very important" category. Free access to computers and the internet finished in a virtual tie, at 77%.

Large proportions of Americans ages 16 and older say they would embrace even wider uses of technology at libraries and would be likely to use the following services:

- Online research services allowing patrons to pose questions and get answers from librarians (73%).
- Access to technology "petting zoos" to try out new devices (69%).
- "Amazon"-style customized book/audio/video recommendation schemes that are based on patrons' prior library behavior (64%).
- Apps-based access to library materials and programs (63%).
- "Redbox"-style lending machines or kiosks located throughout the community where people can check out books, movies, or music without having to go to the library itself (63%).
- GPS navigation apps to help patrons find local materials inside library buildings (62%).

These findings are based on the Pew project's national survey of 2,252 Americans age 16 and older conducted in October and November 2012, using cellphone and land lines and in English and Spanish. The survey has an overall margin of error of ±2.3%.

A 2012 Pew Internet and American Life study indicates that 58% of Americans age 16 and older have a library card, and even more—69%—say the library is important to them and their families. Among city dwellers, 71% say the library is important to them and 59% have library cards. In the suburbs, the figures are similar: 69% say the library is important and 61% have library cards. In rural areas, where libraries are fewer and farther between, the figures are lower: 62% of residents say the library is important and 48% have library cards.

"Libraries have reinvented themselves to become technology hubs"

A coauthor of the report referred to the transformation that libraries have undergone in recent years—and are continuing to undergo today as they address the public's needs in an age of rapid social and technological change.

"In the past generation, public libraries have reinvented themselves to become technology hubs for their communities," Kathryn Zickuhr, a research analyst at the Pew Internet and American Life Project, wrote. "Many patrons really appreciate that and anticipate the prospect of getting new technology-centered activities. Yet, they also have divided views about what to do with the printed books at libraries. In the evolving world of library services, this could be an ongoing struggle as librarians try to juggle conflicting patron desires."

Only 20% of survey respondents said libraries should "definitely" move some printed books and stacks out of public locations to free up space for tech centers, reading rooms, meeting rooms, and cultural events. Thirty-nine percent said libraries "maybe" should do that, and 36% said libraries should "definitely not" do that.

Asked about changes libraries could make to add to their services to the public, respondents recommended coordinating more closely with local schools (85%), offering free literacy programs to help young children (82%), having more comfortable spaces for reading, working, and relaxing (59%), and offering a broader selection of ebooks (53%).

Libraries "embrace this broad vision," ALA president says

"The American Library Association [ALA] is pleased to have this new data that both confirms and expands our understanding of why and how people use our nation's public libraries," Maureen Sullivan, president of the American Library Association, said in a statement regarding the Pew report. "As our nation's librarians look to the future, the [report] confirms that people want it all: access to computers and technology training; print books and early literacy; and mobile and online services that allow the library resources to be available 24/7."

"The good news," Sullivan added, "is that our nation's libraries embrace this broad vision of meeting community needs in person and online and already are working to implement it. The challenge, of course, is determining how to best meet growing information and learning demands at a time when many libraries still face flat or reduced budgets."

Sullivan highlighted three findings from the report:

- Ninety-one percent of respondents said public libraries are important to them. Millions of people have used library services in the past year, and half of those who visited their library said they did so to get help from a librarian.
- Libraries continue to bridge the digital divide. "Libraries ensure that all people have access to books in all formats, to the internet, and to training that enables them to use technology and research resources," Sullivan said. "People use technology services to do research, to connect with others via email and social media, and to obtain health, government, and employment information."
- Libraries continue to evolve and find new ways to bring value to their communities. "About 70% of public libraries offer digital/virtual reference and information services to answer patron questions," Sullivan said. "Ninety percent of libraries offer formal and informal technology training to patrons."

"I continue to be inspired by the ways in which libraries are reinventing themselves in order to continue to reach and serve our diverse communities," Sullivan continued. "Some examples of this innovation are: Contra Costa County (Calif.) Library-a-Go-Go kiosks; the New Canaan (Conn.) High School Library's Participatory Platforms for Learning; and the Right Service/Right Time mobile website from the Orange County (Fla.) Library System, which connects patrons with government services through their smartphones. Libraries also have expanded their commitment to early literacy through programs such as Every Child Ready to Read and the Campaign for Grade-Level Reading."

Public libraries serve more than 95% of population

Public libraries served 96.4% of the total U.S. population in 2010, according to a report released January 22, 2013, by the Institute of Museum and Library Services (IMLS). In 2010, there were 8,951 public libraries in the 50 states and the District of Columbia, with 17,078 public library branches and bookmobiles.

"Public libraries in America continue as strong anchors for their communities, valued by the people they serve and striving to meet the changing needs of their service populations," said IMLS Director Susan Hildreth. "The survey reports decreasing levels of state and federal funding for public libraries, with local support providing a greater portion of funding than ever before."

And, Hildreth continued, kids were key: "Public libraries continue to be an essential service for the nation's children. The study finds that attendance at children's programs reached 60.5 million and circulation of children's materials increased 28.3% over the last 10 years."

Other highlights from the report:

- Public libraries offered 3.75 million programs to the public, an average of at least one program a day for every library system in the country. The majority of these programs (61.5%) were designed for children. Attendance at programs continued to rise, indicating an increased demand for these services.

- Public libraries circulated 2.46 billion materials, the highest circulation in 10 years, representing a continued increasing trend. Circulation of children's materials increased by 28.3% from 2000 to 2010 and comprised more than one-third of all materials circulated in public libraries.
- While books in print made up 87.1% of the physical collection, the share of nonprint materials, including audio and video materials and electronic books, increased. The number of ebooks tripled from fiscal 2003; in fiscal 2010, 18.5 million ebooks were available for circulation.
- Public-access computer use continued to be one of the fastest-growing services in public libraries. Public libraries have responded to the demand by increasing access, doubling the number of public computers in the past 10 years.

The full report and other data sets are available on the IMLS website.

Public libraries strive to meet demands of expanding technology

Despite facing fiscal challenges on all sides—local, state, and federal—public libraries are redoubling their efforts to meet the expanding technology needs of their communities. Public computer and Wi-Fi use increased last year at more than 60% of libraries. Nationwide, more than 60% of libraries report offering the only free internet access in their communities. More than 90% of public libraries now offer formal or informal technology training.

More than three-quarters of libraries (76.3%) offer access to ebooks, a significant increase (9.1%) from last year. Additionally, ebook readers are available for checkout at 39.1% of public libraries.

These are among the findings of the *2011–2012 Public Library Funding and Technology Access Study* (*PLFTAS*), the product of a collaboration between the ALA Office for Research and Statistics and the Information Policy and Access Center at the University of Maryland. Begun in 1994, *PLFTAS* is the largest existing study of internet connectivity in public libraries. Its findings provide an annual "state of the library" report on the technology resources brokered by public libraries and the funding that enables no-fee public access to these resources. *PLFTAS* is funded by the Bill and Melinda Gates Foundation.

2012 average library outputs per $1,000 of expenditures, by population group

POPULATION GROUPING	<5,000	5,000–9,999	10,000–24,999	25,000–49,999	50,000–99,999	100,000–249,999	250,000–499,999	500,000–999,999	1,000,000 AND MORE
Visits	224.8	182.9	182.6	163.4	158.9	150.1	151.2	142.8	133.8
Circulation	295.4	261.7	263.4	256.8	263.5	248.8	253.2	249.9	250.5
Program attendance	20.1	14.8	12.6	10.9	10.4	8.7	7.8	6.8	7.1
Reference transactions	24.8	23.6	20.3	19.2	27.5	31.0	35.9	31.0	34.8
In-library use	75.0	54.6	42.8	25.0	35.7	42.6	51.5	40.0	54.0
Registered borrowers	33.2	23.2	24.1	20.7	19.7	18.7	18.5	15.6	18.5

Source: 2012 PLDS Statistical Report.

Library-visit rate dips, perhaps due to that expanding technology

The average number of library visits per capita for all reporting libraries in a 2012 Public Library Association (PLA) survey was 6.61 per year, a slight decrease from the previous year. A decrease was reported by libraries serving all population sizes, possibly because of increased use of remote or online library services including reference services, downloadable materials, and online databases. The largest decrease was reported by libraries serving populations of fewer than 25,000 people, but these libraries still show the largest number of visits per capita.

The 2012 version of PLA's Public Library Data Service (PLDS) survey collected fiscal 2011 information on finances, library resources, annual use figures, and technology from U.S. and Canadian public libraries. Responses were received from 1,829 libraries, a response rate of 19.7% (an increase of 2.4% from the previous year). However, many libraries had to be contacted for more data, and only 1,579 libraries were included in the final data analysis.

Library visits per capita continued to show the highest numbers for libraries serving smaller populations; the smallest libraries saw an average of 3.83 more visits per capita than libraries serving more than a million people, according to the PLDS survey. Libraries with legal service areas of fewer than 9,999 people tended to register visits from a larger proportion of their population. Libraries serving fewer than 5,000 people had average holdings per capita of more than five times those of the largest libraries.

Similarly, figures for number of reference transactions were lower than in the previous year. The average number of programs also decreased, but the average program attendance increased, as did the number of interlibrary loans. Oddly, 43% fewer libraries reported electronic circulation (referring to digital or downloadable materials as opposed to physical materials), but among those that did report electronic circulation, the usage doubled.

Small libraries spend more, proportionately, on young adult services

As its special focus for 2012, the PLDS survey asked about young adult (YA) services. In response to the question, "Does your library provide young adult services?" (1,448 responses), 1,185 libraries (81.8%) said yes and 263 (18.2%) no. Of the responding libraries that did not offer YA services, almost half (46.6%) served populations of fewer than 5,000 people and 70.3% populations of 5,000–9,999.

On the other hand, the smaller libraries dedicated a larger proportion of spending on YA materials than their larger counterparts—more than 9% among libraries serving fewer than 10,000 people as opposed to 4%–7% at larger libraries.

Also, 65.7% of the libraries that do offer YA services have a specific YA section on the library webpage, but even the 384 libraries without a YA section maintain a presence on social network sites:
- 12.6% indicated that they have a social web presence.
- 25% indicated they have a presence on Facebook for young adults.
- 5.8% indicated they have a presence on Twitter for young adults.
- 5.8% indicated they have a presence for young adults on other social networks such as blogs, Flickr, Myspace, Pinterest, YouTube, Google+, and Tumblr.

Mean salaries paid, public libraries, 2010 and 2012

	2010	2012	CHANGE	N
Director/dean/chief officer	$100,106	$96,187	− 3.9%	332
Deputy/associate/assistant director	$77,633	$80,044	+ 3.0%	371
Dept. head/branch manager/coordinator/senior manager	$65,875	$63,531	− 3.6%	2,521
Manager/supervisor of support staff	$54,863	$53,877	− 1.8%	1,115
Librarian who does not supervise	$52,851	$50,276	− 4.9%	3,305
Beginning librarian	$48,749	$46,168	− 5.3%	603
TOTAL				8,247

Source: 2012 ALA-APA Salary Survey, Librarian—Public and Academic, p. 58

Libraries struggle to recover pre-recession funding levels

After more than four years of consecutive budget cuts, it is unclear whether libraries will be able to recover the funding needed to return to pre-recession levels of staffing, open hours, collections, technology services, and salary levels (as shown in the table above). While a segment of U.S. public libraries reported budget improvements, many libraries continued to grapple with the cumulative negative effect of ongoing budget woes.

Average library income reported in the 2012 PLDS survey was lower than in the previous year— not surprising, considering the condition of federal, state, and local funding sources. Average library income was $46.68 per capita of the legal service area, a decrease of 5.5% from the previous year. Library expenditures were $41.95 per capita, off 7.8%.

Average income and expenditures were unchanged for libraries serving most population groups, except for the smallest libraries, which showed decreases of more than 14% in per capita income and similar decreases in expenditures. Per capita income and expenditures were largest for the libraries serving 25,000–49,999 people, followed by those serving populations of 50,000– 99,999; they were smallest for libraries serving the largest populations.

Voters showed their appreciation for libraries at the polls in November 2012 by supporting a series of millages and bond issues for operations and construction around the nation. Denver (Colo.) Public Library, Prince George's County (Md.) Memorial Library System, Broadview (Ill.) Public Library District, and St. Louis County (Mo.) Library all won voter approval for bond issues or millages that will sustain or improve library operations; libraries also fared well at the polls in New Mexico, Ohio, Oregon, Texas, Virginia, Washington, and Wyoming.

However, also in Wyoming, an initiative to raise $29.7 million for a new building for the Natrona County Library lost by 588 votes in a turnout of some 32,000 people overall. In Kentucky, Campbell County's proposal to increase a millage to build a new branch was defeated 62% to 38%. And among the defeated levies in Michigan was a $65 million bond proposal that would have funded a new library building in downtown Ann Arbor. The initiative met organized resistance: The group Protect Our Libraries campaigned against the proposal with a web presence and a $21,000 ad buy.

Libraries with a website (and what's on the website)

	NUMBER OF REPORTING LIBRARIES	PERCENTAGE RESPONDING AFFIRMATIVELY
Libraries with a website	1,457	94.70%
Libraries with a website that offers . . .		
Program information/events calendar	1,373	95.7%
Online public access catalog (OPAC)	1,367	95.6%
Library-purchased online database	1,361	79.3%
Social networking such as Facebook, blogs, photo-sharing	1,365	77.7%
Library staff–created content (podcasts/vodcasts, booklists)	1,356	68.9%
Virtual reference services via email, chat, text messaging, etc.	1,344	61.2%
RSS feeds	1,344	35.8%
Library apps for mobile devices	1,353	34.7%
Ability for patrons to add book reviews to the catalog	1,356	31.6%
Online book clubs/discussion forums	1,358	23.6%
Streaming live programs	1,357	4.7%

Source: 2012 PLDS Statistical Report.

Changes on the technology front

More than 95% of libraries with a website include information on programs and events, as well as access to an online public access catalog (OPAC), as shown in the table above. Inclusion of online databases stood at 79%, and almost 78% of libraries included social networking features in their online presence. A question about virtual reference service, however, was reformatted and combined into one general question, unlike the previous year's separate questions. The 2012 result shows a slight increase (2.1%) from the prior year, when 59.1% of libraries provided some form of virtual reference.

Most libraries (85.2%) said they did not circulate ebook readers, but some reported supporting mobile computing and devices, and about a third (34.7%) offered library apps that are accessible on a mobile device.

Elsewhere on the digital front, the National Endowment for the Humanities (NEH) in July 2012 announced a $1 million award to support the incorporation and launch of the Digital Public Library of America (DPLA), which seeks to bring together the digitized collections of the nation's libraries and archives and make them freely available to all online.

To be created through a coalition of libraries, archives, museums, and other nonprofit and academic entities in coordination with the Open Knowledge Commons, the DPLA will ultimately serve as a single portal for diverse, interdisciplinary digital archives from a range of institutions, the NEH said in a press release, allowing scholars, students, and others to access multiple collections simultaneously.

The DPLA "will make the cultural heritage of the United States available to anyone with access to the internet," NEH Chairman Jim Leach said. "We don't know precisely how a digital library will progress given the unpredictable imaginative capacity of users and the thorny issues of copyright. But we are confident that digital libraries are the logical extension of prior revolutions in the democratization of ideas."

The DPLA has global implications. It will, for example, work with the European Union to promote interoperability with its Europeana collection, a comparable digital library effort currently under way.

EBOOKS AND COPYRIGHT ISSUES

More and more Americans turn to e-reading

The past year has seen ebooks make huge gains in popularity, perhaps at the expense of printed books.

In a Pew Internet and American Life study published at the end of 2012, the proportion of all Americans age 16 and older who read ebooks had increased from 16% to 23%, while the proportion of those who had read a printed book in the previous 12 months fell from 72% to 67%. The shifts coincided with an increase in ownership of electronic book reading devices (e-readers).

The proportion of readers who owned either a tablet computer or an e-reader such as a Kindle or Nook grew from 18% in late 2011 to 33% in late 2012, according to the Pew report: "As of November 2012, some 25% of Americans ages 16 and older own tablet computers such as iPads or Kindle Fires, up from 10% who owned tablets in late 2011. And in late 2012, 19% of Americans ages 16 and older own ebook reading devices such as Kindles and Nooks, compared with 10% who owned such devices at the same time last year."

And those numbers probably received a big boost during the 2012 gift-giving season, which featured heavy promotion and purchasing of both tablet computers and e-readers.

Should publishers worry that ebook borrowers don't buy books? Apparently not. Eighty-eight percent of those who read ebooks also read printed books, according to the Pew surveys. Compared with print-only book readers, ebook readers read more books, read books more frequently, are more likely to have bought their most recent book rather than borrowed it, and are more likely to say they prefer to buy books in general, often starting their search online. As for ebooks specifically, guests on National Public Radio's *Diane Rehm Show* on August 28, 2012, said that among those who read books electronically, 41% of those who borrow them from the library bought their most recent ebook.

But libraries might worry that they're not getting the e-word out to their patrons.

Many remain unaware that libraries offer ebooks

As libraries and some ebook publishers continue to try to work out their differences (see following section), the general public, including many library patrons, remain unaware that libraries offer ebooks.

Only about 12% of Americans age 16 and older who read ebooks say they have borrowed an ebook from a library in the past year, according to a Pew Internet and American Life study published in June 2012. But people in the broader public—not just ebook readers—are generally not aware they could borrow ebooks from libraries. Among those age 16 and older, 62% said they did not know whether they can borrow ebooks from their library, about 22% said they knew that their library loans ebooks, and 14% said they knew their library does not lend out ebooks. (In fact, more than three-quarters of the nation's public libraries lend ebooks.)

Among specific groups surveyed for the Pew study:
- 58% of all library card holders said they did not know whether their library provides ebook lending services.
- 55% of all those who said the library is "very important" to them said they did not know whether their library lends ebooks.
- 53% of all tablet computer owners said they did not know if their library lends ebooks.
- 48% of all owners of e-readers such as original Kindles and Nooks said they did not know whether their library lends ebooks.
- 47% of all those who read an ebook in the past year said they did not know whether their library lends ebooks.

"Clearly there is an opportunity here for us to step up our outreach and increase public awareness of all the 21st-century services our libraries have to offer readers, thinkers, entrepreneurs, and dreamers," ALA President Molly Raphael said in a June 22, 2012, statement. "Of course, awareness is not enough. When people go to their public libraries to borrow ebooks, they should be able to find titles from all of our publishers. . . . Libraries cannot lend what they cannot obtain."

ALA and libraries push for fairness in ebook lending

The vast majority of publishers do make ebooks available to libraries, but ALA still bookended 2012 with a series of meetings in New York to further the case for library ebook lending. On January 30–February 1, an ALA delegation of members and staff met with leaders of several "Big Six" publishers (Hachette, Macmillan, Penguin Group, HarperCollins, Random House, and Simon & Schuster). December 2012 concluded with ALA members and leaders meeting with representatives of the Association of Authors' Representatives and the Association of American Publishers. High-level communications continued between the year's bookends as the library community sought a better understanding of publisher concerns.

Examination of the issue of library ebook lending involves a much broader look at the entire publishing ecosystem, including not only publishers and libraries but also intermediaries, authors, and even literary agents. The first meetings also introduced a central point of negotiation: How much "friction" (defined in this context as any inhibitor or deterrent to the easy borrowing of a book) must libraries tolerate in order to do business with publishers?

"Borrowing print books is generally considered to involve a fair amount of friction," said Alan S. Inouye, director of the Office for Information Technology Policy in the ALA Washington Office. "The library must have the book in its collection. It must be physically on the shelf. The patron must physically come to the library to borrow it, waiting in line to check it out. After the loan period, the book must be physically returned. Late returns involve fines. One cannot write in books, tear out pages, etc."

"With ebooks, in theory, most of all of these impediments are overcome," Inouye said. "Thus, from some publishers' point of view, it is 'too easy' to borrow an ebook. In this sense, publishers like to introduce inhibitors to easy borrowing. . . . An egregious friction example is that the patron would have to come to the physical library to download an ebook."

Increasing friction leads to a call for action

In fact, friction (in the conventional sense) increased a bit between libraries and some publishers over the course of the year as one publisher stopped selling its titles to libraries while it strategized a new business model, and another dramatically raised prices to libraries for many ebook titles. In September, ALA President Maureen Sullivan published an open letter to America's publishers calling for action:

> It's a rare thing in a free market when a customer is refused the ability to buy a company's product and is told its money is "no good here." Surprisingly . . . libraries find themselves in just that position with purchasing ebooks from three of the largest publishers in the world. Simon & Schuster, Macmillan, and Penguin have been denying access to their ebooks for our nation's 112,000 libraries and roughly 169 million public library users. . . .

> Librarians understand that publishing is not just another industry. It has special and important significance to society. Libraries complement and, in fact, actively support this industry by supporting literacy and seeking to spread an infectious and lifelong love of reading and learning. . . . We have met and talked sincerely with many of these

publishers. We have sought common ground by exploring new business models and library lending practices. But these conversations only matter if they are followed by action: Simon & Schuster must sell to libraries. Macmillan must implement its proposed pilot. Penguin must accelerate and expand its pilots beyond two urban New York libraries.

Before the end of the year, Penguin (see below) had expanded its pilot to Cuyahoga County (Ohio) Public Library and to the County of Los Angeles Public Library. Hachette also had a pilot underway, and Macmillan confirmed its intent to undertake a pilot in 2013.

Capitalizing on increased media attention, the ALA Digital Content and Libraries Working Group (DCWG) followed up with tools to support librarians across the country in raising awareness that, for the first time in history, libraries are unable to purchase content at any price from publishers. The Working Group also created reports related to ebook business models for public libraries and initiated a series of tip sheets to provide information on the numerous and often-complicated issues in providing digital resources to their patrons and students. Two digital supplements to *American Libraries* magazine (January/February 2012 and May/June 2012) also focused on e-content issues and concerns.

Douglas County (Colo.) Libraries launched a monthly report comparing availability and prices for digital content to the library versus what was available to consumers. (These reports are summarized in postings on the *American Libraries* E-Content blog.) The first pricing comparison of 2013 showed that fully half of Amazon's top 20 bestsellers were not available to libraries from library ebook distributors OverDrive or 3M, and that of those that were, none were available at the consumer price. Some of them cost more than five times as much.

The Kansas State Library turned to social media to raise awareness of these challenges and create an interactive forum for a large community of library users and community supporters.

America's libraries also began positioning themselves for a busy and creative 2013—expanding the publisher conversation beyond the "Big Six," collaborating with author groups and individual authors, working with publishers that focus on the school library market, and developing new ways of bringing digital content to readers.

But *Forbes* contributor David Vinjamuri may have had it right. In a December 11, 2012, article titled "The Wrong War Over eBooks: Publishers vs. Libraries," he said that as bookstores disappear and the number of books available to read swells, "libraries will play an ever more crucial role. . . . For publishers, the library will be the showroom of the future." The catch, he said, is that current pricing "is based on the paradigm of the printed book. . . . By changing the model for pricing an ebook, both parties could find a clear and equitable resolution to the current impasse."

Penguin offers libraries e-titles

Starting April 2, 2013, libraries can offer ebooks from Penguin Group (USA) at the same time that the hardcover comes out, a switch from the previous policy of delaying downloads for six months, the publisher announced. Like HarperCollins and other publishers, Penguin is still not offering unlimited access. Libraries are only allowed to lend out one e-edition at a time.

Penguin's decision came in the wake of a pilot project, begun in September 2012, to make its ebooks available to patrons of the New York Public Library and the Brooklyn Public Library.

Under the initial phase of the pilot, ebooks were made available to libraries for lending six months after release date, each book could be lent to only one patron at a time, and at the end of a year the library had to buy each book again or lose access to it. Pricing appears to be similar to consumer pricing, with many $9.99 and $15.99 items.

Anthony Marx, New York Public Library president, said, "Since our founding in 1895, the New York Public Library has made it our mission to provide free books and educational materials for all, particularly for those of limited means. As ebooks grow in popularity, libraries nationwide have faced diminishing access to that content. [The New York Public Library] is determined to work together with publishers and authors to craft a fair way to ensure ebooks are available to libraries and their users."

Linda E. Johnson, president and chief executive of Brooklyn Public Library, was also on board. "We are excited to partner with Penguin Group (USA) to make their ebooks available to our patrons," she said. "Brooklyn Public Library's e-content collection currently offers more than 28,000 titles, and in the past fiscal year, we have tripled our ebook acquisitions budget."

In November, the Penguin Group announced it would work with distributor Baker & Taylor to expand ebook lending through the Los Angeles County library system and the Cuyahoga County (Ohio) Public Library. Penguin also began lending digital audiobooks to libraries through OneClickdigital.

Simon & Schuster yields . . . but only on two titles

Simon & Schuster, which among the Big Six publishers had shown the least interest in bringing its catalog of titles to libraries under any conditions, made news in late 2012 by making two titles available to libraries.

Fahrenheit 451, by library advocate Ray Bradbury, was made available at the now-deceased author's express requirement, and the 2013 All Iowa Reads (AIR) book selection, *The Year We Left Home* by Jean Thompson, was made available to libraries on OverDrive starting January 1. The AIR selection was "an important component" of the publisher's decision, said Wendy Sheanin, director of Simon & Schuster's marketing and adult publishing group, according to a press release from the Iowa Center for the Book.

"I am so relieved," said AIR committee member (and Iowa Center for the Book Coordinator) Robin Martin. "Making the AIR book available in multiple formats is essential to our program's success. With the changes in the publishing industry, we can no longer depend on large print as an option for special needs readers. Ebooks offer an alternative when users can adjust the size of text to their needs. When we found out that Simon & Schuster did not sell ebooks to libraries, my heart sank. We were on a mission from that day forward."

An ebook "coalition of the willing"

As libraries remain in something of a stalemate with several Big Six publishers, the ALA and many libraries are looking toward working with smaller and independent publishers, directly with authors, and with content distributors to provide more resources to readers.

Not all publishers are following the path of some Big Six firms. In fact, hundreds of publishers of ebooks have embraced the opportunity to create new sales and reach readers through libraries. One recent innovation allows library patrons to immediately buy an ebook if the library doesn't have a copy or if there is a waiting list they would like to avoid—a win-win relationship for both publishers and library users.

Self- and independently published ebook distributor Smashwords, for instance, announced a new service in August 2012 that allows libraries and library networks to acquire and establish large opening collections of ebooks direct from the company. Douglas County (Colo.) Libraries became Smashwords' first client, acquiring 10,000 titles at an average cost of $4 per title—nearly doubling the number of titles available from the Colorado library. Smashwords enables authors and publishers to set their own library prices using a web-based pricing tool.

Libraries also are exploring and developing new platforms to improve ebook access and delivery. The Genesee Valley Educational Partnership School Library System, for instance, improved access to digital content at a time of deep budget cuts through Webooks. The library system, based in LeRoy, New York, near Rochester, created a Drupal website that allowed librarians across 22 school districts to pool a portion of their individual-district aid for library materials while maintaining control over spending through a participatory selection process. By buying together, the Genesee Valley system was able to acquire more ebooks than each school district would have been able to afford individually, and the project demonstrated to administrators that the libraries are working together to find creative solutions.

"Most small publishers will work with models such as Douglas County, understanding that free books at libraries sell books to others," said Walt Crawford, referring to the Douglas County (Colo.) Libraries, which has reached agreements with some publishers that will allow the library to buy outright and manage the digital rights for ebooks. "Copyright will continue to be a mess, but fair use is starting to gain more traction and judicial appreciation," said Crawford, who is a library writer, researcher, and systems analyst with several decades of experience in library technology.

Finally, the ALA and others will place more attention on issues of accessibility for people with print disabilities (for example, people who are blind or have low vision, dyslexia, or learning disabilities, or have a physical disability that prevents them from using print) and with publishers like Scholastic and Rosen Publishing that focus on the school and school library markets.

Bookless in Bexar (a county in Texas)

One Texas county is apparently ahead of the curve . . . or not.

Bexar County, Texas, is planning to open BiblioTech, a public library offering only electronic books, later this year in San Antonio. This entirely digital public library will be an information

storehouse where people will be able to check out books only by downloading them to their own devices or by borrowing electronic readers.

"The trial location, opening in a satellite government office on San Antonio's south side in the fall, will have a selection of about 10,000 titles, and 150 e-readers for patrons to check out, including 50 designed for children," Miguel Bustillo wrote in the February 6, 2013, *Wall Street Journal.* "The library will allow users to access books remotely and will feature 25 laptops and 25 tablets for use on-site, as well as 50 desktop computers."

The project has its skeptics, especially those who say that popular titles won't be available.

2012: A year of complex copyright issues

In January, grassroots advocates effectively stopped two Congressional bills: the Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011 (known by the mercifully short acronym PIPA) and the Stop Online Piracy Act (SOPA). ALA went on record as opposing these bills, and ALA's Office of Government Relations issued the *PIPA, SOPA, and OPEN Act Quick Reference Guide* ("OPEN" referring to the Online Protection and Enforcement of Digital Trade Act). On January 18, 2012—a day designated as Internet Blackout Day—several popular websites such as Google, Wikipedia, and Flickr protested PIPA and SOPA by blocking access to their content for the day.

In July, the Library Copyright Alliance (LCA)—which is comprised of ALA, the ALA's Association of College and Research Libraries, and the Association of Research Libraries—filed an amicus curiae brief with the U.S. Supreme Court in support of petitioner Supap Kirtsaeng in *Kirtsaeng v. John Wiley & Sons, Inc.* (Docket no. 11-697). Wiley, a publisher of textbooks and other materials, claimed Kirtsaeng infringed its copyrights by reselling cheaper foreign editions of Wiley textbooks in the United States that his family bought—lawfully—abroad.

On March 19, 2013, the U.S. Supreme Court issued a 6–3 decision in support of consumer rights and libraries, ruling that Americans and U.S. businesses have the right to sell, lend, or give away the things they own that were made overseas. The LCA believed an adverse decision in *Kirtsaeng* could have affected libraries' right to lend books and other materials manufactured abroad, and the majority on the High Court apparently agreed. "The American Library Association tells us that library collections contain at least 200 million books published abroad," wrote Justice Steven Breyer. "How, the American Library Association asks, are the libraries to obtain permission to distribute these millions of books? How can they find, say, the copyright owner of a foreign book, perhaps written decades ago? Are the libraries to stop circulating or distributing or displaying the millions of books in their collections that were printed abroad?"

In September, a federal judge granted preliminary approval to a $69 million settlement between 49 states and three U.S. publishers over alleged price-fixing of electronic books. The accord—between Hachette, HarperCollins, Simon & Schuster, and 49 states (all but Minnesota)—was approved by U.S. District Judge Denise Cote in New York. The District of Columbia, U.S. Virgin Islands, Northern Mariana Islands, and Puerto Rico also joined in the settlement. The states had alleged that the publishers unlawfully agreed to fix the prices of electronic books in violation of antitrust law.

In October, a federal district court ruled that the HathiTrust Digital Library's use of digitized works is a fair use permitted under the Copyright Act. The October 10, 2012, ruling allows HathiTrust, a collaborative repository of more than 10 million volumes of digital content administered by Indiana University and the University of Michigan, to continue serving scholars and people who are print-disabled. HathiTrust also provides helpful guidance on how future library services can comply with copyright law.

Also in October, the Association of American Publishers announced it had reached a settlement in its lawsuit filed in 2005 against Google. The lawsuit was brought by authors who alleged that Google violated copyright by scanning books to create Google Book Search, a search tool similar to its internet search engine. Since the settlement only applies to the five publishers, questions remain since the orphan works situation (when copyright holders cannot be identified or located) is not yet resolved within Google Books.

Finally, ALA released *Complete Copyright for K–12 Librarians and Educators,* a copyright law guidebook specifically written for teachers and librarians. The book addresses the challenges that school librarians and teachers face concerning copyright-protected print and online materials at schools and outside the traditional educational environment. It explores complex situations often encountered in classrooms, such as the use of copyrighted material for school assignments, library operations, extracurricular activities, and on the web.

"Copyright and access issues will be resolved"

To end on a positive note, courtesy of Ben Bizzle, director of information technology at the Craighead County Jonesboro (Ark.) Public Library: "I have every confidence that the market will come up with a model that works for everyone."

Bizzle is in a good position to know: His library has made extensive and successful use of technology to promote its services—and keep up with its patrons in an era of rapid technological development (see Social Media section).

"Ebooks are the future of book consumption, and therefore, in many ways, the future of libraries," Bizzle said. "Everything is going digital. . . . When I can put thousands of books on an e-reader, it makes no sense for me to haul around physical books. We will adjust."

"Copyright and access issues will be resolved through legislation and the market," Bizzle added. "Ownership issues will be resolved. There will be some sort of 'buy-it-now' option for titles on hold, or a charge-per-checkout model where simultaneous checkouts are allowed and a publisher's full catalog is available, but libraries pay a nominal amount per checked-out copy."

He concluded, "Due to the instant delivery nature of ebooks, publishers have a tremendous opportunity to utilize libraries as front line sales opportunities."

SCHOOL LIBRARIES

School librarians bear the brunt of staff reductions

A downward trend in the number of school librarians

SCHOOL YEAR	LIBRARIANS	CHANGE	STUDENTS/ OTHER SUPPORT STAFF	CHANGE
2005–2006	54,068		1,422,300	
2006–2007	54,445	0.70%	1,406,049	−1.14%
2007–2008	54,385	−0.11%	1,435,684	2.11%
2008–2009	53,802	−1.07%	NA	NA
2009–2010	52,541	−2.34%	1,500,920	NA
2010–2011	50,300	−4.27%	1,482,224	−1.25%

Source: National Center for Education Statistics, Public Elementary and Secondary School Student Enrollment and Staff Counts from the Common Core of Data reports, 2007–2012, via ALA Office for Research and Statistics.

The number of school librarians declined more than other school staff from 2007 to 2011, with the exception of instructional coordinators and supervisors. The total number of school librarians

increased by less than 1% from school year 2005–2006 to 2006–2007; then steadily decreased each academic year through 2011.

Not surprisingly, salaries for new school librarians contracted by about $900 in 2011, averaging $44,515 and down by about 2% from the previous year, according to an October 2012 article in *Library Journal.* One bright note: There was a 9.6% increase in salaries for school library media specialists in the Midwest ($44,404 in 2011 compared to $40,150 in 2010).

The situation will only be aggravated by the automatic federal budget reductions known as "sequestration" that took place March 1, 2013, which made across-the-board cuts to a wide range of federal programs. And school libraries were already at risk.

Deborah Rigsby, director of federal legislation for the National School Boards Association, warned of "increased class sizes . . . the elimination of after-school and summer-school programs, a narrowing of the curriculum, the closing of school libraries, and more."

Carl Harvey II, former president of the ALA's American Association of School Librarians (AASL), wrote in the *Huffington Post:* "Cuts to school librarian positions betray an ignorance of the key role school librarians play in a child's education, especially in this era of Google, when today's students are flooded with an unprecedented volume of information. . . . The value of school librarians has been measured in countless studies demonstrating that strong school library programs help students learn more and score higher on standardized achievement tests."

John Palfrey, president of the Digital Public Library of America Board of Directors, wrote in *School Library Journal:* "Budget cuts have eliminated support for many school library programs and the librarians who work in them. . . . The Obama Administration, strong on support for education as a general rule, has failed to champion school libraries and instead cut federal funding. The President's 2013 budget proposal cut $28.6 million that was earmarked for literacy programs under the Fund for Improvement of Education.

"These types of cuts to school libraries are short-sighted," Palfrey continued. "Students in programs with more school librarians and extended library hours scored 8.4% to 21.8% higher on English tests and 11.7% to 16.7% higher on reading tests, compared to students in schools where libraries had fewer resources, according to a study by the Young Adult Library Services Association (YALSA)."

And a lone voice, Marc Severson, from Tucson, Arizona: "In the school where I work we already know that next year we will have one less classroom teacher, no part-time counselor, and our half-time librarian will become a half-time library assistant. . . . These jobs are already gone and the additional loss of funds from sequestration makes our choices become either bad or worse."

ALA President Maureen Sullivan has reacted to threats to school library instructional programs by launching a Special Presidential Task Force on School Libraries. The task force is leading a campaign "addressing the urgent need for advocacy for school libraries, as well as the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement."

The task force, which continues the work of 2011–2012 ALA President Molly Raphael, will, among other things, collaborate with member groups to coordinate implementation of the campaign, serve as liaisons to key ALA divisions and other groups, and assist in outreach efforts to various external partners.

Summary of changes in technology installation in school libraries

	2008	2009	2010	2011	2012	2012 INCREASE
Average number of computers in libraries	23.9	25.6	27.4	27.9	29.3	1.4 (5.0%)
Average number of school computers outside library with network access to library services	168.3	178.4	194.0	193.4	208.2	14.8 (7.6%)
Total of library and library-networked computers	190.6	203.6	220.4	221.1	237.5	16.4 (7.4%)

Source: AASL, School Libraries Count!

Connectivity increases thanks to networking, remote access

Connectivity to school libraries continues to rise, thanks to an increase in networked computers in schools as well as remote access to school library databases.

Although the average number of computers in school libraries in 2012 (29.3) is comparable to the number in 2011 (27.9), the average number of school computers outside the library with networked access to library services has increased significantly. In 2011, respondents to the *School Libraries Count!* survey conducted by the American Association of School Librarians (AASL) reported an average of 193.4 school computers with access to library services, while in 2012, an average of 208.2 school computers was reported. This shows a 7.6% increase from the previous year and a 23.7% increase over the past five years.

The proportion of school library programs with remote access to their licensed databases also continues to rise, albeit more modestly. Eighty-four percent of respondents to the *School Libraries Count!* survey offered such access in 2012, an increase of 2% from 2011 and a total of 10% over the past five years.

Other findings from the 2012 *School Libraries Count!* survey show that, overall, American school libraries are holding steady with regard to the number of hours open, the average number of hours worked by total staff, and the overall staffing levels. Library expenditures in information resources—print and nonprint materials, licensed databases, and other electronic access to information—also remain consistent with previous years. Respondents reported an increase in the average number of books in school library collections (13,517 in 2012, up 4.1% from 12,989 in 2011); however, the overall average copyright date (1996) of the books remained the same as in 2011.

Filtering continues to be an issue in most schools

Each year, the AASL adds a series of questions to its *School Libraries Count!* survey that addresses a current issue in the school library field. The 2012 questions focused on filtering. The survey showed that the filtering of legitimate, educational websites and academically useful

social networking tools continues to be an issue in most schools nationwide. These schools report that overly restrictive filters have a negative impact on student learning, and findings indicate that they also impede curriculum development and collaboration activities.
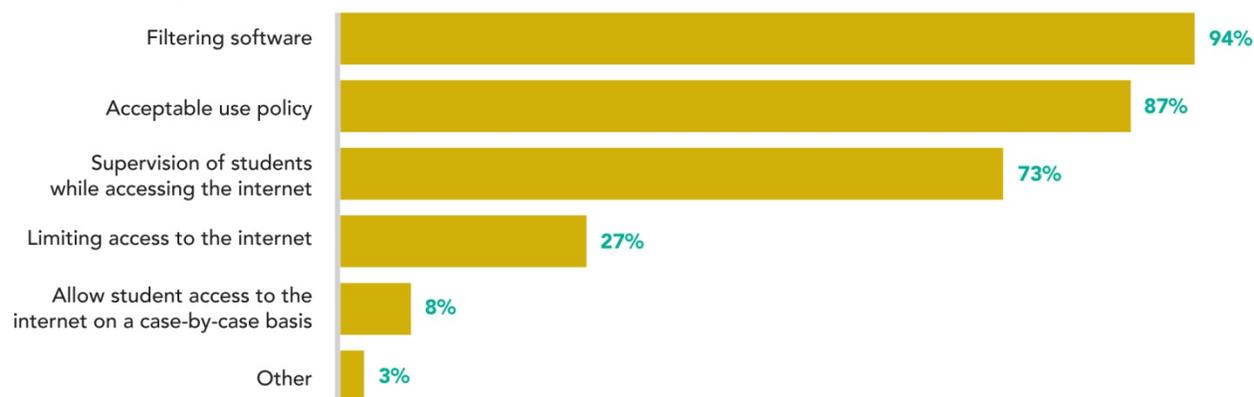
Content filtered online

IF FILTER: which of the following items are currently filtered in your school? (select all that apply)	ALL
Social networking sites	88%
IM/online chatting	74%
Gaming	69%
Video services (including YoutTube, SchoolTube)	66%
Personal email accounts	41%
Peer-to-Peer file sharing (used for downloading and sharing files)	40%
FTP (File Transfer Protocolm used for downloading large files)	32%
Newsgroups	17%
Professional development tools for education (including e-binders, Google Docs)	9%
None of the above	2%
Other	7%

Source: AASL, School Libraries Count!

The 2012 AASL survey results affirm that filtering of online content is nearly universal across schools and school libraries. Of the 4,299 survey respondents, 98% reported that school or district filters are in place in their schools, and 88% reported that content is filtered for staff as well as students. More than half, 56%, reported the same level of filtering in place for both staff and students.
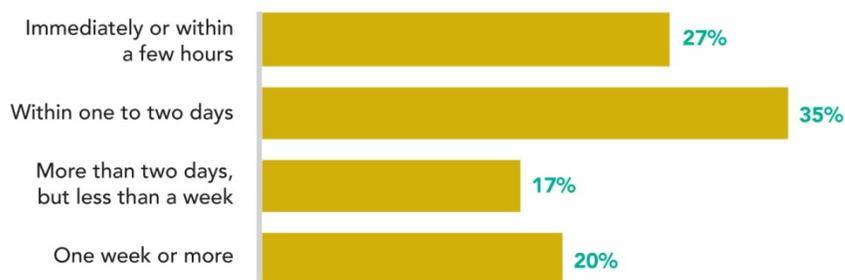
How does your school filter online content

Filtering software	94%
Acceptable use policy	87%
Supervision of students while accessing the internet	73%
Limiting access to the internet	27%
Allow student access to the internet on a case-by-case basis	8%
Other	3%

Source: AASL, School Libraries Count!

In the 2010 National Education Technology Plan, the U.S. Department of Education calls for "applying the advanced technologies used in our daily personal and professional lives to our entire education system to improve student learning, accelerate and scale up the adoption of

effective practices, and use data and information for continuous improvement." While nearly all schools reported the ability to request that a site be unblocked, most (68%) noted that the decision is usually made at the district level, while only 17% reported that the decision is made within their school. A need for a higher-level decision often leads to significant delays in accessing educational material.

How long does it take for a site to be unblocked after a request?

Immediately or within a few hours	27%
Within one to two days	35%
More than two days, but less than a week	17%
One week or more	20%

Source: AASL, School Libraries Count!

The AASL has conducted its *School Libraries Count!* survey each year since 2007. More information on the background, methodology, and history of the survey—including the full 2012 report and past reports—is available on the AASL website.

A call for digital textbooks, and a case in point

Education Secretary Arne Duncan, in a speech at the National Press Club, on October 2, 2012, called for the nation to make the transition from printed textbooks to digital ones as quickly as possible.

"Over the next few years, textbooks should be obsolete," he declared. It's not just a matter of keeping up with the times, Duncan said, but about keeping up with other countries whose students are leaving their American counterparts in the dust.

Benilde–St. Margaret's High School in Minneapolis is way out in front of the secretary on this score, but probably more for economic than for technological reasons. The school removed almost all its physical books from its library in 2011 and now makes extensive use of digital tools.

Having a robust community of neighboring branch and university libraries doesn't hurt. "We weren't saying no to hard-copy books," said Principal Sue Skinner, "but let's not duplicate what public and other libraries have."

Using games and game elements to engage students

Games and gaming have become a part of many people's lives in the past 10–15 years; libraries have kept up by supporting gaming resources and culture as a pursuit and leveraging them as a

way of creating community and promoting personal and intellectual growth. In public libraries, gaming—like many other library services—represents opportunities that are unavailable or difficult to find elsewhere, helping to promote dialogue and create community.

In schools, "educators and librarians need to continue to showcase how games connect students to curriculum and create learning spaces that are dynamic and rich," said Brian Mayer, a gaming and library technology specialist for Genesee Valley Educational Partnership, an educational services agency that supports the libraries of 22 rural school districts in Western New York, and a coauthor of *Libraries Got Game* (ALA Editions, 2010). The key in schools is "to break perceptions of educators that there is little value in gaming while exceeding the expectations of students by providing resources that have quality game play."

"School libraries will continue to see more value in and provide meaningful context for the application of curricular context and skills," Mayer said.

Mayer also believes that game experiences help address diversity "by providing opportunities for individuals to interact and engage with others in an environment that often encourages dialog and teamwork. This is where tabletop and other nondigital games really play a strong role: They provide a vehicle for interaction that is genuine and meaningful, often building respect for other individuals' approaches and ideas."

The price of easy information may be easy distraction

Teachers who instruct advanced placement (AP) and National Writing Project (NWP) high-schoolers have mixed feelings about students' research habits and the impact of technology on their studies, according to a November 2012 report from the Pew Internet and American Life Project.

More than three-fourths of the teachers surveyed said that internet and digital search tools have had a "mostly positive" impact on their students' research work, but 87% said that today's digital technologies "do more to distract students than to help them academically," the report said. "The internet has opened up a vast world of information for today's students, yet students' digital literacy skills have yet to catch up," according to a summary of the study.

About two-thirds of the AP and NWP teachers surveyed agree that "the internet makes today's students more self-sufficient researchers," but more than three-fourths think internet search engines have conditioned students to expect to be able to find information quickly and easily.

"Large majorities also agree with the notion that the amount of information available online today is overwhelming to most students (83%) and that today's digital technologies discourage students from using a wide range of sources when conducting research (71%)," the summary noted.

Twenty-four percent of those surveyed said students lack the ability to assess the quality and accuracy of information they find online, and another 33% reported that students lacked the ability to recognize bias in online content. Not surprisingly, almost half the teachers surveyed think courses and content focusing on digital literacy should be incorporated into every school's curriculum.

ACADEMIC LIBRARIES

Pressure on higher education is keenly felt in the campus library

The pressure on higher education to demonstrate value continued in 2012—and remains the top issue facing academic and research libraries. National accrediting agencies have expanded their criteria by almost 50% since 2008, with more focus on outcomes, including assessing student learning and graduation rates, Eric Kelderman wrote in December 2012 in the *Chronicle of Higher Education.* The message for academic librarians is that students need to be able to analyze information and apply it to new contexts, reflect on what they know, identify what they still need to learn, and sort through contradictory arguments.

Librarians have their work cut out for them. John H. Pryor of the Higher Education Research Institute surveyed incoming first-year college students in the fall of 2011 and found that 60% do not evaluate the quality or reliability of information, 75% do not know how to find research articles and resources, and 44% do not know how to integrate knowledge from different sources.

In fact, most students in higher education don't consider the campus library website a must for success. The Educause Center for Applied Research collaborated with 195 institutions in 2012 to ask more than 100,000 students a range of questions, including: "When it comes to your success as an undergraduate, what is the one website or online resource you couldn't live without?" The most frequently cited sources were Google (33%) and Blackboard (16%), while only 5% went with the college or university library website.

Employers feel differently. According to a Project Information Literacy research report, employers are less than satisfied with the information-seeking behavior of today's college graduates. Unlike college, a sense of urgency often pervades the workplace, where personal contacts often reap more useful results than online searches. Employers are dissatisfied with graduates who settle for finding answers quickly online rather than using both online and traditional methods to conduct comprehensive research.

Academic libraries clearly have an important role to play. A study by David Schwieder and Lisa Hinchliffe that analyzed National Center for Education Statistics datasets found that academic libraries at four-year colleges and universities can make a broad, empirically grounded claim of providing value to their institutions. High retention and graduation rates were positively linked to a number of library variables, especially library hours and the amount spent on serial publications.

Academic libraries rise to the challenge by embracing transformation

Academic libraries are rising to the challenge, working to transform services by minimizing physical collection space, moving to collaborative and patron-driven collections, setting up virtual reference and automated circulation services, and embedding library staff in online courses and discussions, according to a report by the Education Advisory Board. Serials costs are rising faster than academic library budgets, with 30% of operating costs devoted to serials in 2009, compared to 21% in 1989. Not surprisingly, a 2012 Association of College and Research Libraries (ACRL) survey showed that the top challenge for the profession is redefining the role of libraries and librarians in an environment in which Google, Amazon, Wikipedia, and HathiTrust, a collaborative repository of more than 10 million volumes of digital content, provide easier access and richer collections.

Use of academic libraries is up due to increased enrollments at colleges and universities, and the end is not in sight: Enrollments are expected to increase by 14% by fall 2019 compared with fall 2010, according to the National Center for Education Statistics.

Meanwhile, the salary picture at academic libraries was mixed in 2012. Salaries generally increased or held steady from 2010 to 2012, with the exception of beginning librarians, who lost ground.

Mean salaries paid, academic libraries, 2010 and 2012

	2010	2012	CHANGE	N
Director/dean/chief officer	$97,767	$100,852	+ 3.20%	255
Deputy/associate/assistant director	$81,897	$90,934	+ 11.0%	355
Dept. head/branch manager/coordinator/senior manager	$65,320	$66,895	+ 2.4%	237
Manager/supervisor of support staff	$57,079	$56,734	- 0.01%	363
Librarian who does not supervise	$55,732	$58,209	+ 4.4%	1,739
Beginning librarian	$47,000	$45,560	- 3.1%	119
TOTAL				3,068

Source: 2012 _ALA-APA Salary Survey, Librarian—Public and Academic_, p. 58

Academic libraries assume new roles in growth areas

Data curation, digital resource management and preservation, assessment, scholarly communication, and improved services for graduate students are growth areas for academic libraries, according to an ACRL review of trends and issues affecting academic libraries. Understanding and preparing for these roles are key to the future of academic libraries. Three crucial areas:

■ **Publishing.** More academic libraries are entering the world of scholarly publishing by creating or expanding services. Amherst (Mass.) College, for example, plans to relaunch its university press this year in a project described as a new "economic model" for libraries. The plan is to initially publish 15 peer-reviewed, edited titles in the liberal arts exclusively in freely accessible, digital formats. The project suggests a model that significantly alters the role of libraries in the information economy. "If enough libraries begin doing [this], at some point there is going to be a critical mass of freely available scholarly literature—literature that libraries don't have to purchase," Scott Jaschik, editor of *Inside Higher Ed,* wrote in December 2012. "And if they use those savings to publish more material, you reach a tipping point."

■ **Data curation.** Funding agencies including the National Science Foundation (NSF) and National Institutes of Health (NIH) now have requirements that promote open access to the underlying data gathered during grant-funded research projects. P. Bryan Heidorn of the University of Arizona predicts that there will be a growing demand for library professionals with data-curation, data-mining, and analytical skills, and a recent report from the ACRL highlighted the need and imperative for research data services in colleges and universities. In short, academic librarians will play a pivotal role in the description, management, storage, access, and reuse of data.

■ **Staffing.** Academic libraries provided 26.2% of all jobs for new library school graduates in 2012, according to an October 2012 article in *Library Journal,* up from 17.7% in 2011. The average starting salary for new academic librarians was $45,654, up from $40,500 in 2011. Jobs in academic libraries in particular offered unique opportunities to work with emerging technologies, digital repositories, and instructional design. Not surprisingly, nearly half (47.1%) of the new reference librarians were hired by academic libraries in 2011.

There is a good deal of overlap between this list and what the ACRL Research Planning and Review Committee identified as the top 10 trends in academic and research librarianship. These are based on a review of the literature, information gleaned at conferences, the opinions of those who are familiar with current trends in higher education, and, in 2012, a discussion held among ACRL members at the ALA Midwinter Meeting. The top 10 for 2012, listed in alphabetical order, are:

■ **Communicating value.** Academic libraries must prove the value they provide to the academic enterprise.

■ **Data curation.** Challenges are increasing as standards for all types of data continue to evolve; more repositories, many of them cloud-based, will emerge; librarians and other information workers will collaborate with their research communities to facilitate this process.

■ **Digital preservation.** As digital collections mature, concerns grow about the general lack of long-term planning for their preservation. No strategic leadership for establishing architecture, policy, or standards for creating, accessing, and preserving digital content is likely to emerge in the near term.

- **Higher education.** Institutions of higher education are entering a period of flux and even turmoil. Trends to watch for are the rise of online instruction and degree programs, globalization, and an increased skepticism about the "return on investment" in a college degree.
- **Information technology.** Technology continues to drive much of the futuristic thinking within academic libraries.
- **Mobile environments.** Mobile devices are changing the way information is delivered and accessed.
- **Patron-driven ebook acquisition (PDA).** PDA of ebooks is poised to become the norm. For this to occur, licensing options and models for library lending of ebooks must become more sustainable.
- **Scholarly communication.** New scholarly communication and publishing models are developing at an ever-faster pace, requiring libraries to be actively involved or be left behind.
- **Staffing.** Academic libraries must develop the staff needed to meet new challenges through creative approaches to hiring new personnel and deploying or retraining existing staff.
- **User behaviors and expectations.** Convenience affects all aspects of information seeking—the selection, accessibility, and use of sources.

Occasionally, academic and public libraries join forces and manage to adjust cultures and expectations so that the marriage works. Case in point: The city of San José, California, and San José State University survived an uproar from faculty (and other obstacles) and eventually achieved a successful merger.

And perhaps setting another new trend, the libraries at Columbia University and Cornell University announced in January 2013 that they will integrate their technical services departments—which buy and license library materials such as books, ebooks, e-journals, and databases—and provide the data that users need to find and use those materials. The project is supported by a three-year, $350,000 grant from the Andrew W. Mellon Foundation.

Top 10–rated institutions of higher education, library-wise

The *Princeton Review* released its ranking of colleges and universities in 62 categories, including "Best College Library." (The rankings do not take into account number of volumes, circulation, or any other metrics.) Based on about 122,000 students' answers to the survey question: "How do you rate your school's library facilities?" the top 10–rated institutions of higher education for 2013 are Harvard College, the U.S. Military Academy (West Point), Columbia University, Stanford University, Emory University, Yale University, Hampden-Sydney (Va.) College, the University of Chicago, Princeton University, and Middlebury (Vt.) College.

Librarians keep an eye on legislation, court cases

In order to help shape the future of higher education, academic libraries and librarians continued to monitor legislation and court cases that would either enhance or hinder their ability to provide access to information and pave the way for innovation. Issues of critical interest in 2012 included:

- **Expanded public access to taxpayer-funded research.** ACRL supported increased public access to digital data resulting from federally funded scientific research; joined other library, publishing, and advocacy organizations in successfully opposing the Research Works Act, which would have prevented agencies of the federal government from requiring public access to federally subsidized research; worked with the library community in promoting new legislation that would support public access; and encouraged members to sign a White House petition on open access to research.
- **Mass digitization.** Members of the academic library community in 2012 continued to closely watch progress on the long-running litigation over Google's project to scan and index millions of books from research library collections. The Library Copyright Alliance (LCA), comprising ALA, ACRL, and the Association of Research Libraries, filed an amicus curiae brief concerning an Authors Guild lawsuit against Google, in which authors allege that Google violated copyright by scanning books to create Google Books. The LCA also joined the Electronic Frontier Foundation in two other briefs in the Authors Guild suit against the HathiTrust; the HathiTrust Digital Library, operated by a consortium of universities, contains many of the 10 million digital volumes that Google provided in exchange for the universities' allowing the company to scan books in their collections for its Google Books Library Project. (See also the Ebooks and Copyright Issues section, above).
- **Access to information.** The LCA worked toward developing a unified voice and common strategy for the library community in responding to and developing proposals to amend national and international copyright law and policy. In 2012, LCA members submitted a statement and comments to the World Intellectual Property Organization regarding copyright exceptions and limitations relating to libraries and archives, and an LCA representative attended WIPO meetings in Geneva to further consider an international treaty concerning access to copyrighted works by individuals with print disabilities.
- **Right to lend.** LCA members also filed a brief with the Supreme Court in support of the petitioner in *Kirtsaeng v. Wiley & Sons,* believing an adverse decision in this case could affect libraries' right to lend books and other materials manufactured abroad. At the heart of this case is the "first sale doctrine," the principle that books, records, movies, and other copyrighted works should be treated like all other property; that is, when you buy a copy, you own that copy, and you can give it away, resell it, or (as is vital for libraries) lend it. When the Supreme Court ruled on March 19, 2013, that Americans and U.S. businesses have the right to sell, lend, or give away the things they own that were made overseas, the LCA issued a statement that it was "gratifying that Justice Breyer's majority opinion focused on the considerable harm that the Second Circuit's opinion would have caused libraries." More on LCA activities is available at the LCA website.

SOCIAL NETWORKING

Technology marches on, and so do libraries

Facebook. Flickr. fubar. Google+. Pinterest. Tumblr. Twitter. Yelp.

The list of social networking sites is almost endless, bringing huge potential (and some headaches) to librarians nationwide. Will libraries continue to be able to keep up with the rapid—almost instantaneous—changes in technology and social networking?

The consensus is: Yes.

"Libraries have been technology leaders for decades—not in being first adopters, but in being early users of effective technologies," said Walt Crawford, longtime library writer, researcher, systems analyst, and author of the forthcoming *Successful Social Networking in Public Libraries* (ALA Editions, 2013). "Good public libraries stay in touch with their communities; as their communities use new technologies and networks. . . . I believe most public libraries will manage."

Even as technology marches relentlessly on, and communications and marketing managers rely more and more on social media, "library programs continue to matter, not only for the cultural health of communities but for children gaining literacy, adults finding literacy, adults finding work, etc.," Crawford said.

"Good libraries provide good service," Crawford added, and "better-funded libraries pretty consistently put that funding to good use, continuing to provide superb returns for money spent: Four to one [return on investment] is a *very* conservative figure."

From 140 characters to 133 terabytes (and counting)

The Library of Congress is busy archiving the sprawling and frenetic Twitter archive dating back to the site's 2006 launch. That means saving for posterity more than 170 billion tweets and counting, with an average of more than 400 million new tweets sent each day. As of January 1, the Library of Congress had not started the daunting task of sorting or filtering its 133 terabytes of Twitter data.

Your library is not going away

And the physical library seems not to be an endangered species.

Crawford examined data from the Institute of Museum and Library Services to figure out how many libraries have closed in the past decade or so. His conclusion: "At most, 36 libraries (not branches) actually closed and stayed closed over the past 11 years—that's 36 out of over 9,000. During the same period, some 200 new libraries opened."

"The physical library serves as the heart of any healthy community," he said. "Of the 36 apparent closures, one was in a bankrupt suburb; most of the rest were in towns that were either disappearing or were simply too small to manage a library. My research says that healthy communities have healthy public libraries—it works both ways."

Crawford concluded: "Libraries need to stay in touch with all aspects of their communities, be welcome to new users and new ideas, and serve the local needs of local users."

2011–2012 changes in usage, Craighead County Jonesboro (Ark.) Public Library

MEASURE:	2011	2012	INCREASE
New library cards	7,196	8,456	17.5%
Door count	480,440	557,148	16%
Mobile site visits	11,529	25,162	118%
OverDrive downloads	11,955	30,807	158%
Freegal downloads	11,135	22,705	104%
Facebook fans	3,578	8,548	139%

Source: Craighead County Jonesboro (Ark.) Public Library

"Just because it's new doesn't mean it's right for libraries"

The Craighead County Jonesboro (Ark.) Public Library has made active use of technology and social networking in its patron services and marketing.

But Ben Bizzle, director of information technology at the Craighead library, said that "the challenge for libraries isn't keeping up with changing technologies. It's making the correct decisions about the technologies in which to invest their resources. Just because it's new doesn't mean it's right for libraries. In fact, most trends aren't."

"We don't have to be everywhere," Bizzle said. "It actually dilutes our brand and message if we try to be. Successful libraries will determine what platforms most effectively reach their target audience and aggressively build sustainable presences there. Successful libraries will be platform builders, not trend spotters."

Technology is vital to today's libraries but should not be an end in itself, Bizzle said.

"We have to make sure that we continue to strive to lower the barrier to entry to library resources and increase public awareness of the value the library has to the community it serves," he said. "These are technology-independent goals. Technology simply provides us a better means by which to accomplish them."

The new technologies will, however, lead to "significant consolidation of physical locations as it becomes less and less cost-effective to deliver materials physically, rather than electronically. The new library will be one of community services, creative spaces, technology access, and training, in addition to physical resources and the reference assistance for which libraries have always been known."

And saying what new services the library might be offering in five years "is like asking where everything's going to land while we're still in the middle of a tornado," Bizzle said. "If we continue to focus on tearing down barriers to access, making our resources available to our patrons as simply as possible, providing the media they want in the mediums they desire, making maximum usage of our space, and allowing our communities to define us based on their needs, then we will continue to thrive as valuable institutions of information and entertainment."

Targeting teens as lifelong users of libraries

Teens are often at the forefront of today's technology. They are, arguably, doing more surfing, texting, chatting, tweeting, liking, and pinning than their parents, and libraries underestimate the importance of this demographic and its interests at their own risk. If libraries are not effectively serving teens, they are not only failing to reach an important segment of their local population, but missing opportunities to help teens become lifelong users of libraries.

Susan M. W. Aplin, an English teacher and teacher technology leader at Dutch Fork High School in Irmo, South Carolina, noted in a literature review in the *SLIS Student Research Journal* that "public libraries should make it a priority to reach out to teens and connect their services to these patrons." It is imperative that today's library services go beyond the physical library and try to reach teens through technology, including websites, social networking sites, mobile devices, and e-reading. By using technology in a variety of ways, Aplin says, libraries can better connect with and successfully serve today's teens.

Physically, the ideal young-adult area will probably bend some ancient shibboleths. It will be a place where teens and young adults can be themselves and work together—but also where they can eat and socialize. It goes without saying that spaces for teens and young adults should be well equipped with computers and with the new technology that appeals to them, making them places where they go not only to read and research but also to create and share.

Many teens link to their library electronically

But in fact, many teens are more likely to be online than at the physical library. If librarians want to connect with youngsters who were born into a digital world, they have to be prepared to keep up with—and find effective ways to use—the latest technology and social networking tools.

"It only makes sense that if you want to reach out to this community and forge relationships that foster cooperation, collaboration, understanding, and lifelong learning between the generations, the way to do it is through the internet," Laura Peowski, director of information and teen services at the Farmington (Conn.) Libraries, wrote in *Young Adult Library Services* in 2010. If a library wants to serve its teen patrons, it must be available electronically 24/7. Websites have moved from information-giving pages to collaborative Web 2.0 sites where both librarians and patrons participate.

The interactive nature of these sites makes it easier for librarians to connect with their teen patrons, but librarians have to take care to consider the interests of the teens in their own communities, Peowski wrote. Involving them in the planning of any online options will dramatically increase the success of those programs.

Young-adult librarians may even work with their library administrators to determine if it is possible to have teens help with details such as site maintenance and posting content, Sandra Hughes-Hassell and Erika Thickman Miller wrote. For some libraries this is not feasible due to security concerns, but librarians should still be able to get teens' input on choice of platform and type of content.

Perhaps as a result of this kind of collaboration, the Craighead County Jonesboro (Ark.) Public Library's website has a teen section with topics that might raise eyebrows—or hackles—in the community. "Homework Help" and "HS Reading List" are conventional enough. But "Events" includes an ongoing discussion group that focuses on "the graphic novel of the month," and "Teen Clubs" include anime and manga, which give teens "a chance to view new anime and preview upcoming episodes" (though they have to sign a waiver "out of recognition of certain elements shown, particularly violence").

Gaming is more than—well, a game

Another way libraries can connect with teens is through gaming, an extremely popular form of technology. A 2009 Pew Internet and American Life study found that 97% of teens play video games, and the games themselves have become more varied and more social in recent years.

The School of Information Studies at Syracuse University maintains a website dedicated to gaming and called, appropriately, Because Play Matters. Its mission is to "create transformative games and play for informal learning environments, such as libraries, museums, and other

community-based learning spaces," to "use elements of games and play in real-world settings," and to "facilitate games and play for learning, training, engaging, and exploring real-world spaces."

"Including gaming in the public library has benefits for both the library and the teens who participate," Aplin wrote. Gaming events get teens into the building and may allow them to see the value of libraries. Once there, teens may be drawn to other library services as well. "Also, research has shown that the video games themselves can 'promote literacy, critical thinking, [and] problem solving skills,'" Aplin wrote, citing research by Rebecca Hill. "If librarians want to connect with teens through activities the teens enjoy, then gaming is a must."

But gaming can also yield dividends in unexpected areas.

"Game experiences help to address diversity by providing opportunities for individuals to interact and engage with others in an environment that often encourages dialogue and teamwork," said Brian Mayer, a gaming and library technology specialist for Genesee Valley Educational Partnership, an educational services agency that supports the libraries of 22 rural districts in Western New York, and the coauthor of *Libraries Got Game* (ALA Editions, 2010).

"This is where tabletop and other nondigital games really play a strong role," Mayer said. "They provide a vehicle for interaction that is genuine and meaningful, often building respect for other individuals' approaches and ideas. Digital gaming continues to allow for the global community to share the interests and pursuits in a participatory way, helping to highlight commonalities among cultures while allowing unique cultural perspectives to add to group experiences."

In public libraries, games are valuable because they provide opportunities that are unavailable or hard for an individual to come by, and they create social spaces for game clubs or large group games or tournaments, Mayer said. And in schools, educators and librarians "need to continue to showcase how games connect students to curriculum and create learning spaces that are dynamic and rich." It's important, he said, for educators to get past the idea that "there is little value in gaming."

OCLC lists competencies for social networking in libraries

Libraries always respond to changes in the world they serve, so it is no surprise that social networking has come to play a key role in many library services. In fact, the Online Computer Library Center (OCLC), a worldwide library cooperative, now lists competencies for social networking in libraries—the skills, knowledge, and attitudes that will help library staff stay abreast of developments in this rapidly evolving area. Social networking as it relates to young adult services, for example, requires, at its core:
- Understanding the importance of engaging with young adults in nontraditional ways that extend beyond the physical library.
- Involving them in determining which tools are most applicable to the library's YA services (blogs, wikis, widgets and toolbars, social networks, other emerging online tools).
- Exploring the potential of social networking to connect and interact with young adults and meet their information needs.

- Understanding the opportunities, norms, and limitations of online engagement with young adults and establishing guidelines for the use of social networking tools in ways that are appropriate in a library setting.
- Helping young adults set up and use web tools and participate in social networking communities.

The OCLC document details competencies in a number of other areas as well, noting that librarians must also keep up with emerging tools and techniques geared to a more general audience and connect with professional communities to seek and share best practices.

Case in point: Pinterest, a website for sharing photos—and much more

Libraries (and library associations, including ALA) have made increasing use of the social media tool Pinterest, a pinboard-style, photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Pinterest was developed in 2009, launched as a closed beta site in 2010, and by March 2012 had become the third largest social network in the United States, exceeded only by Facebook and Twitter, according to market research firm Experian Hitwise. The ALA itself provides a good example of Pinterest curation with its *American Libraries* set of boards.

Libraries generally use Pinterest to publicize the resources and services they offer, by, for example:
- **Pinning book covers.** Many librarians use the visual power of Pinterest to display book covers, especially those from new books, special collections, and child-friendly material.
- **Creating reading lists** on a wide range of topics.
- **Getting the word out** on recent acquisitions.
- **Fostering research.** Much Pinterest material is on the light side, but some librarians and academics see potential in the site for much more serious applications.
- **Promoting library activities,** showcasing everything from lectures to job help and author visits.
- **Offering access to digital collections.** With ebooks gaining popularity, some libraries are using Pinterest to share links to new digital materials.

Libraries also use Pinterest as a tool for developing community with other libraries online and to interact with members of the community, for example by creating collaborative boards with patrons.

LIBRARY CONSTRUCTION AND RENOVATION

Interest rates are low, but libraries still produce solid dividends

Even with an economy still staggering under the impact of the Great Recession, library construction and renovation continued apace in 2012, concrete evidence that libraries still bring solid economic dividends to the communities they serve.

The trend toward renovation was particularly striking. The Jackson (N.H.) Public Library partnered with the local historical society to re-erect a dismantled 1850s barn for use as the new library building. In Santa Cruz, California, an abandoned roller rink became the Scotts Valley branch of Santa Cruz Public Libraries—and an anchor for a new town center. And when a Walmart in McAllen, Texas, moved to a larger location, the city transformed the space into a 123,000-square-foot main library that the McAllen Public Library system claims "may very well be the largest single-floor public library in the nation."

The year also demonstrated once again that the benefits of libraries aren't limited to the direct services they provide.

"Rangeview Library District in Adams County, Colorado, has become known for its innovative Anythink brand over the past few years," Greg Landgraf wrote in *American Libraries* magazine.

"The rebranding—and the capital construction projects it included—didn't just energize the library system. It also had both direct and indirect impact on the local economy by putting people to work in construction, creating destinations that attract people who go on to spend at nearby businesses, and partnering with local businesses to offer enhanced services within library locations."

Old and new coexist at historic St. Louis library

St. Louis's historic Central Library reopened in late 2012 after being closed for two years for a $70 million renovation that retained the building's classic design elements while integrating state-of-the-art technology. The historic parts of the 190,000-square-foot building, showpiece of the St. Louis Public Library system, were restored, while space available to the public almost doubled. The stacks are gone, along with the glass flooring, but some of the glass was reused—an indication of how the renovation married old with new.

"Century-old treasures now share the same home as a thousand miles of fiber optic cable," Jane Henderson wrote in an appraisal in the *St. Louis Post-Dispatch.* "Ceilings inspired by Renaissance palaces have been restored, and 100-year-old stained glass and alabaster lamps have been cleaned. But those glories aren't enough for a 21st-century library, which also needs high-speed wireless access, data closets, and dozens of computers."

The library is made up of an oval central pavilion, which holds the Great Hall, surrounded by rectangular wings connected to the oval structure by bridges. Many windows (some facing the interior courtyard) let in light.

The stack structure was modern for its time, but the stacks were fire hazards and inaccessible to the public, so George Z. Nikolajevich, the Cannon Design architect who planned the library's renovation, replaced them with a soaring atrium that houses new mobile shelving, visible through glass walls.

"Overall, the historic parts of the 190,000-square-foot building were restored while space available to the public almost doubled," wrote Henderson.

Original elements of the library that were preserved include the Grand Foyer's ceiling mural, a fine example of Beaux Arts–building painting; stained-glass windows that decorate staircases to the third floor; the original 565 pieces of granite of the front steps; the exterior walls of Maine granite; and the Great Hall's walls of Tennessee marble. The building's exterior is decorated with carvings and quotations, including this one, from Thomas Carlyle: "In books lies the soul of the whole past time: The articulate audible voice of the past."

And what's new? A 244-seat wheelchair-accessible auditorium on the lower level, where the coal bin was; clouds on the children's room's ceiling; a Creative Experience room that lets visitors explore new technology; and, of course, a public computer room where laptops and iPads can be checked out. (Eight new data closets hold new wiring.)

Physical structures change to meet higher-tech needs

As the transformation of libraries continues, it follows that libraries' physical structures have to transform as well in order to support changes in services, missions, and audiences. One clearly discernible shift was toward higher tech, and many libraries have incorporated technology into their construction projects.

The $1.35 million renovation and expansion of the Santana High School library in Santee, California, for example, took note of the shortcoming of its former 30-computer lab, which couldn't accommodate the average class of 35-40 students, let alone walk-in students. The new glass-enclosed lab has an LCD projector and screens, outlets to allow students or teachers to make presentations, and a separate computer bar that serves walk-ins.

The renovated and expanded North Branch Library of the Terrebonne Parish Library System in Houma, Louisiana, now has 36 public computers, as well as a lab with 12 more workstations for computer classes. Two meeting rooms have LCD projectors and screens, as well as internet capability. Wireless is available throughout, and some of the seating options are specially designed to incorporate laptops. The 12,000-square-foot expansion brought the overall space of the branch to 26,000 square feet and cost $5.7 million.

The Cuyahoga County (Ohio) Public Library's renovation of its 44,000-square-foot Fairview Park branch included a Technology Learning Center and self-checkout machines. The $1 million effort, part of the Cuyahoga County Public Library's Facilities Master Plan, also included a redesigned popular materials area; a travel-themed children's Play, Learn, and Grow area that features three airplanes to simulate a child-sized Fairview Park Airport; replicas of London's Big Ben and Paris's Eiffel Tower; and an aquarium that represents an Australian barrier reef.

And speaking of kids . . . children continue to be one of the core constituencies of many libraries, though the spaces serving pre-kindergartners are going to look very different from those serving teenagers.

At the new $10.5 million England Run Branch of the Central Rappahannock Regional Library in Fredericksburg, Virginia, the smaller patrons have a dedicated room with early-literacy materials, a hobbit-hole entrance they can slide through, and a crawler's corral designed for babies and toddlers. Most of the teen book collection occupies a wave wall with built-in seating meant to encourage teens to stay and get lost in a book. An adjacent lounge with vending machines allows teens to socialize without bothering other patrons.

At the Salt Lake County (Utah) Library Services' new Magna Library, the Alphabet Landscape, with more than 100 interactive educational elements, is the cornerstone of the children's area. Many activities are alliterative with letters of the alphabet: "A" features animal sounds and a story about acrobats, for example, while the "S" bench includes a sewing activity. Cost of the 20,000-square-foot children's area was $320,000, out of a total price tag of $8.1 million. The building as a whole is double the size of the community's previous facility and is designed to be Gold-certified under the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program.

Sometimes restoration is really recycling

Some libraries turned restoration into a sort of large-scale recycling that transformed existing spaces to meet current and future needs, saved money, reduced environmental impact, and, sometimes, preserved pieces of local history.

In Jackson, New Hampshire, the public library took to heart the old adage, "Make hay while the sun shines." The library's new home is in a barn that was built in 1858 as part of the town's first inn, then dismantled and stored away in 2008 . . . at about the same time the library was looking to open a new facility. The library's architect-designed building fell victim to the Great Recession, so the library partnered with the Jackson Historical Society, itself looking for a way to re-erect the barn.

Sometimes the practice helps rejuvenate neighborhoods as well. Scotts Valley, California, refurbished a former indoor roller rink located in a redevelopment district for use as the new Scotts Valley Library, part of the Santa Cruz Public Libraries. The building is also the first civic project in the city's new town center. The former roller rink's raised platform and booth seating provides the teen area space for both independent and collaborative work. Steps make for informal seating for socializing and gaming at a wall-mounted console, and teens can store their things in roller rink–inspired cubbies. The library portion occupies 13,500 square feet out of a total of 22,600 square feet. The total renovation cost $2.7 million.

"In Pennsylvania," *American Libraries'* Landgraf wrote, "the North Wales Area Library took over an aging coaxial connector and cable assembly factory in a residential area and transformed it for use as its new library. Exterior finishing and landscaping created gardens and a brickwork plaza for public use. 'We wanted the neighbors to feel good about the library,' said Library Director Jayne Blackledge. . . . 'The building itself largely preserved the factory's layout: The manufacturing space became the library's public area, while the administrative area turned into staff offices.'" The library also enclosed the factory's loading dock, creating community meeting rooms that are accessible after library hours.

The Stephens Central Library in San Angelo, Texas, took over the downtown building of the Hemphill-Wells Department Store, which had moved out in the 1980s. Although it had stood vacant for more than 20 years, the store still held a fond space in the hearts of the city's residents. Reoccupying it has a strong symbolic value: "Everyone above a certain age knew that building and shopped there," said Larry Justiss, director of the Tom Green County Library System, of which the Stephens Library is a part. And when the city began investing in downtown, businesses followed suit. "For many years you'd come through the heart of San Angelo and there wouldn't be much activity." Justiss said. "That has changed."

New libraries built to meet changing community needs

Libraries also continued to transform themselves to meet the changing needs of the people they serve and to keep up with the relentless march of technology.

The new South County Library of the Roanoke County (Va.) Public Library System doubles as a community cultural center, with more than 12,000 square feet dedicated to meeting rooms, a 200-seat auditorium, a café, a bookstore, and a special young-adult room, all of which are

accessible after normal library hours. The library also offers drive-up services and community reading gardens for children and adults. The 54,000-square-foot facility cost $18 million.

In Maryland, the new Charles E. Miller Branch and Historical Center of the Howard County Library System features a dividable meeting room that seats 300, a historical center, and a community-based teaching garden that focuses on health, nutrition, and environmental education. In order to save energy, light settings can be adjusted depending on outdoor light levels, and an 8,800-square-foot vegetated roof adjacent to the terrace overlook includes plantings in colors that reflect the interior color palette. Construction of the 63,000-square-foot Miller Branch cost $29 million.

And with a keen eye on both present and future needs, the Windmill Library and Service Center of the Las Vegas–Clark County (Nev.) Library District features automated sorting equipment and radio-frequency identification (RFID) technology to improve material turnaround and a custom self-service kiosk where patrons can pay fines and fees electronically . . . but it also includes more than 7,000 square feet of space that is finished on the outside and wired and plumbed on the inside but that is currently unused. When the community grows, the dividing wall can be removed and that space converted to house library materials. The Windmill Library also has— not a windmill—but a rooftop solar array that can produce up to 8% of the building's energy needs. The cost for the full 124,490-square-foot building, which includes administrative offices and the 36,233-square-foot library (including future expansion space) was $45.7 million.

Green is good—and ever more popular

Green has, in fact, become libraries' favorite color, as the use of daylight, green roofs, solar panels, water management, and certification under the LEED program continues to gain popularity.

The recently renovated and expanded Franklin Avenue Library of the Des Moines (Iowa) Public Library is aiming to be the first LEED Platinum–certified library in the state. A solar thermal collector and thermal storage supplies 85% of the heating load, minimizing the operation of the boiler. The building includes a rooftop photovoltaic system, a staff shower to encourage walking or biking to work, composting of staff-room waste for a neighboring community garden, double-pane fixed windows, LED lighting, and chilled-beam radiant heating and cooling.

A solar array on the roof of the new Rifle Branch of the Garfield County (Colo.) Public Library District supplies more than one-third of the building's electrical needs, and a lobby kiosk reveals information about the facility's solar production and usage on a daily, weekly, monthly, or annual basis. The LEED Gold–certified building also has 93%-efficient natural gas boilers, an underfloor air-distribution system, daylighting controls, and water-saving toilets.

And back to Anythink . . . The renovation and expansion of the Anythink Perl Mack Branch of the Rangeview Library District in Denver is heated and cooled by geothermal exchange wells under the parking lot, and the existing roof was updated to support a future solar photovoltaic array. The project also created a front porch and transformed an adjacent empty lot into a community garden.

OUTREACH AND DIVERSITY

Profession continues to move toward an elusive goal

Representation of minorities in the library profession

AS A PROPORTION OF . . .	LATINOS	AFRICAN AMERICANS	ASIAN/PACIFIC ISLANDERS	NATIVE AMERICANS
General population	16.3%	12.6%	5.0%	<1%
Credentialed librarians	3.1%	5.1%	2.7%	0.2%
Library assistants	9.0%	9.3%	5.5%	0.7%

Source: "Diversity Counts" and 2010 Census data.

While credentialed librarians taken as a whole still do not reflect the racial and ethnic diversity of the general population, the library profession continues to move toward that goal. Twelve percent of credentialed librarians in the nation's public, academic, and school libraries self-identified as nonwhite in 2009–2010, compared with 11% in 2000, according to the American Library Association's "Diversity Counts" report.

Librarians in public libraries were slightly more ethnically diverse than their counterparts in academic and school libraries, with nearly 15% indicating a race or ethnicity other than white, according to the report.

As seen in the table above, members of most minorities are underrepresented among credentialed librarians compared with the general population; among library assistants, the underrepresentation also holds true, with the exception of Asian/Pacific Islanders.

In other major findings, the "Diversity Counts" report indicated that credentialed librarians are:
- Predominantly female (82.8%).
- Predominantly white (87.9%).
- 55–64 years old (34.8%); estimates in 2000 placed the majority in the 45–54 age range.

More than a third (34%) of credentialed librarians are under age 45, an increase from 30% in 2000.

The largest proportion of those who self-identified as nonwhite worked in public libraries.
- 14.8% of credentialed librarians in public libraries self-identified as nonwhite.
- 9.7% of state-certified public school librarians self-identified as nonwhite.
- 13.9% of credentialed librarians in academic libraries self-identified as nonwhite.
- 3.9% of credentialed librarians held work disability status.

Significant changes among African Americans, Latinos

Two racial and ethnic categories saw significant changes in their representation from 2000 to 2009–2010. African Americans accounted for 5.1% of credentialed librarians in 2009–2010, as

Number of credentialed librarians by characteristic, 2009–2010

		TOTAL	Non-Latino					LATINO
			WHITE	AA	API	N. AMER.	≥ 2 RACES	
TOTAL		118,666	104,392	6,160	3,260	185	1,008	3,661
GENDER	Male	20,393	18,285	563	787	8	181	522
	Female	98,273	86,107	5,597	2,473	177	827	3,139
AGE	< 35	15,335	13,132	591	390	34	140	1,048
	35-45	25,439	22,215	859	716	63	414	1,172
	45-55	30,326	26,224	1,896	1,171	22	288	724
	55-64	41,343	37,192	2,534	761	58	114	684
	≥ 65	6,222	5,629	279	222	8	51	33
LIMITED BY DISABILITY?	Yes	4,439	3,867	154	104	18	122	172
	No	114,227	100,524	6,005	3,156	167	885	3,488

Number of library assistants by characteristic, 2009–2010

			Non-Latino					
		TOTAL	WHITE	AA	API	N. AMER.	≥ 2 RACES	LATINO
TOTAL		122,768	89,993	11,419	6,745	850	2,738	11,023
GENDER	Male	23,451	14,965	2,865	1,981	51	731	2,858
	Female	99,317	75,028	8,554	4,764	799	2,007	8,165
AGE	< 35	52,576	32,957	6,729	4,448	112	1,455	6,875
	35-45	14,885	10,678	1,357	494	62	477	1,811
	45-55	21,189	17,047	1,375	882	328	552	1,005
	55-64	24,190	20,619	1,536	658	94	187	1,096
	≥ 65	9,928	8,691	422	263	254	67	231
LIMITED BY DISABILITY?	Yes	6,796	4,942	607	273	266	188	520
	No	115,972	85,051	10,812	6,472	584	2,550	10,503

For both tables: 2009–2010 American Community Survey estimates applied to Institute of Museum and Library Services and National Center for Education Statistics data.
Notes: AA = African American; API = Asian and Pacific Islanders, Native Hawaiian, and other Pacific Islanders; N. Amer. = Native American including Alaskan.
Source: "Diversity Counts."

opposed to 4.8% in 2000. Latinos accounted for 3.1% of credentialed librarians in 2009–2010, up from just 1.9% in 2000.

African Americans made up the largest proportion of the total population of nonwhite credentialed librarians—43% in both 2009–2010 and 2000. Latinos increased their representation in the total population of nonwhite credentialed librarians, rising from 17.6% in 2000 to 25.6% and moving from the third-largest population of nonwhite credentialed librarians in 2000 to the second largest in 2009–2010. Asian and Pacific Islanders, Native Hawaiians, and other Pacific Islanders as a group went from being the second-largest population of nonwhite credentialed librarians in 2000 at (28.9%) to being third-largest in 2009–2010 (22.8%).

Changes from 2000 to 2009–2010 show that the population of library assistants is becoming increasingly diverse in many demographic categories. Racial and ethnic distribution, for example, has broadened, with 26.7% self-identifying as a race or ethnicity other than white in 2009–2010, up from 23.8% in 2000. Also, the gender balance tipped in the course of the decade in favor of males, who comprised 17.5% of this group in 2000 and 19.1% in 2009–2010.

Library assistants are also considered a key potential pipeline of future credentialed librarians, a fact that gains importance as the librarian population ages. In fact, the number of librarians 55 years old or older has jumped dramatically in the past decade:

Librarians and ALA members by age

AGE	< 35	35–44	45–54	55–64	≥ 65
2000 Census count of librarians	11.0%	19.0%	45.6%	19.9%	4.3%
2010 Census count of librarians	11.9%	20.0%	25.6%	36.5%	5.9%
ALA members, 2006	32.0%	21.0%	36.0%	9.5%	0.1%
ALA members, 2010	22.3%	21.4%	21.0%	28.0%	6.4%
ALA members, 2012	21.70%	20.5%	20.6%	27.7%	9.5%

Sources: U.S. Census and ALA Office for Research and Statistics.

"We're going to need an even broader effort going forward . . ."

"Over the last two decades, the [ALA] has made a major commitment to diversity scholarships, recruitment, and education," Keith Michael Fiels, ALA executive director, said. "Given the relatively weak improvement in diversity within the profession over the last decade, it is difficult to imagine where we would be without ALA's efforts, but we're going to need an even broader effort going forward in order to move these numbers."

The ALA's diversity recruitment initiatives are spearheaded by the Spectrum Scholarship Program, which recently completed a $1 million fundraising initiative to support scholarships that allow students from racially and ethnically diverse backgrounds to become librarians. Spectrum has provided nearly 800 scholarships to qualified applicants enrolled in an ALA-accredited graduate program in library and information studies or an AASL-recognized school library program.

Other ALA Office for Diversity programs

The Office for Diversity maintains a number of other programs in support of its efforts. Among them:
- "Discovering Librarianship: The Future Is Overdue," a three-year initiative "to recruit ethnically diverse high school and college students to careers in libraries by developing a stronger professional presence at local career, education, and cultural events geared toward these audiences." The initiative is funded in part by the Institute of Museum and Library Services (IMLS) Laura Bush 21st-Century Librarian Program.
- "Technology Transforms Communities," a project that pilots enhancements to the Spectrum Scholarship Program that will better incorporate technology into Spectrum's leadership development offerings. The program is funded in part by the Bill and Melinda Gates Foundation.
- Diversity Research grants, one-time $2,500 awards for original research.

And some ALA member divisions have also promulgated standards for their constituencies. The Racial and Ethnic Diversity Committee of the Association of College and Research Libraries, for example, has promulgated a set of standards "intended to emphasize the need and obligation to serve and advocate for racial and ethnically diverse constituencies . . . [and] to apply to all libraries supporting academic programs at institutions of higher education."

More information on the ALA's efforts in this area is available on the ALA Office for Diversity web page.

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Notes on "Diversity Counts" and data analysis

ALA's Office for Diversity and its Office for Research and Statistics worked with Decision Demographics to conduct both the 2012 and the 2006 "Diversity Counts" studies. The resulting data provided reliable estimates of the age, gender, race and ethnicity, and disability status for those who indicate participation in the library profession.

As with the original "Diversity Counts," following Decision Demographics' analyses of the 2009 and 2010 American Community Survey data, the ALA applied the age, gender, race and ethnicity, and disability status distributions to reliable data for library staffing provided by two federal government agencies: the Institute of Museum and Library Services for public libraries and the National Center for Education Statistics (NCES) for public-school K–12 and academic libraries.

For public and academic libraries, the ALA used data from 2010 surveys conducted by the IMLS and the NCES; for public K–12 schools, the ALA used data from 2007–2008 surveys conducted by the NCES, the most recent data available. As in the original report, information for credentialed librarians (or state-certified library media specialists for public K–12 libraries) and library assistants is reported.

It is important to remember that the information provided in the "Diversity Counts" report is based on an analysis of samples from larger data sets. Especially when reporting on smaller populations within those samples (for example, Native Americans, males in racial and ethnic categories, etc.), the numbers become more subject to sampling and may therefore be less accurate.

WASHINGTON SCENE

Sequestration hits libraries hard—with more pain to come

Overall, the 112th Congress proved to be a waiting game across the board for library supporters and others following federal legislation. According to political scholars, the 112th was the least productive Congress since what President Harry Truman called the "do-nothing Congress" of 1947–1949; by the end of the session, the 112th had passed 239 public laws, fewer than any Congress on record.

Congress did, however, manage to make significant reductions in discretionary spending, which went into effect with the automatic federal budget cuts known as sequestration on March 1, 2013. The sequester had been delayed as part of the deal reached in the American Taxpayer Relief Act of 2012, which Congress passed and the president signed into law at year's end, but which kicked in only after Congress and the White House could not reach an agreement on further deficit reduction.

The full effects of sequestration on libraries and their patrons will become known as time passes, but some were already painfully clear.

The budget for the Institute of Museum and Library Services (IMLS), for example, has been cut by about 5%, or $12 million, which includes $7.87 million in cuts to the Library Services and Technology Act. State programs will be cut, and each state will decide how the reduced budgets

will affect the library services delivered to the public, such as summer reading programs, database subscriptions, workforce development programs (including employment skills and job searching), and services to people with disabilities. Future IMLS grant-program budgets will probably be cut as well, though grants already awarded will not be affected by sequestration.

IMLS Director Susan Hildreth said innovative programs provided by libraries and museums to help schoolchildren, job-seekers, and underserved communities will probably be casualties of sequestration.

"There are a lot of good ideas we simply won't be able to fund," including some that would have paid dividends for decades, said Hildreth, speaking in Seattle, where she was city librarian from 2009 to 2011. "The less funding we have, the less innovation we'll have."

The Library of Congress also took a hit and warned its employees that the cuts would probably require four days of unpaid leave. Sequestration will also have an impact on all libraries served by their state library agencies.

Through it all, the library community and the American Library Association (ALA) continued to explore various opportunities to secure funding for libraries, all the while educating members of Congress on how libraries are playing a significant role in assisting the public during the economic downturn. The ALA Washington Office in particular met with members of Congress and reached out to staff to keep them informed of the services libraries provide to help everyday Americans.

ALA asks FCC to ensure stability of Universal Service Fund

The ALA submitted comments to the Federal Communications Commission (FCC) on its Further Notice of Proposed Rulemaking on the reform of the Universal Service Fund contribution mechanism. The Further Notice is part of the FCC's effort to modernize universal service programs—including the e-rate program—so that it can efficiently bring the benefits of 21st-century broadband to the public across the country. (The e-rate program provides discounts to assist most U.S. schools and libraries in obtaining affordable telecommunications and internet access. It is funded through a fee charged to companies that provide interstate and/or international telecommunications services.)

The ALA argued that the FCC should ensure the stability of the Universal Service Fund as it addresses contribution reform so that the reforms are not disruptive to individual programs. In particular, the E-rate program depends on the fund's stability in order for libraries and schools to provide internet-enabled services to the public. Demand on the fund continues to climb as libraries include more programs and services that require high-capacity broadband connections, such as video conferencing and mobile computer labs.

ALA signs on to Inter-Agency Collaboration on Learning

ALA President Maureen Sullivan joined then–Secretary of State Hillary Rodham Clinton and representatives of several other government agencies and organizations in signing a "Declaration of Learning," a statement that formally announced their partnership as members of the Inter-Agency Collaboration on Learning.

Signed on January 30, 2013, on the Treaty of Paris Desk at the Department of State, the declaration recognizes participating institutions for their commitment to using historic artifacts in their collections to create digital learning tools for students and educators.

IMLS Director Hildreth also signed the declaration, along with David Ferriero, archivist of the United States. Other institutions participating in the Inter-Agency Collaboration on Education include the Library of Congress, the National Park Service, the Smithsonian Institution, the National Endowment for the Humanities, the National Endowment for the Arts, the Newseum, the National Center for Literacy Education, the National Council of Teachers of English, the National Council for the Social Studies, and the Diplomatic Reception Rooms at the U.S. Department of State.

Senator Jack Reed honored at National Library Legislative Day

U.S. Senator Jack Reed (D–R.I.) was made an honorary member of the American Library Association in a ceremony that took place April 23, 2012, during National Library Legislative Day in Washington, D.C. Reed, a longtime champion of public libraries, received the honor for his continuing and unwavering support of libraries in Congress. Reed sponsored every major piece of library legislation as a member of the House and of the Senate for the past 22 years.

As a member of the Appropriations Committee, Reed overcame efforts to zero out library funding and delivered $28.6 million in competitive grants for school libraries and literacy programs in the 2012 appropriations law.

Honorary membership, the ALA's highest honor, recognizes outstanding contributions of lasting importance to libraries and librarianship.

"Andrew Carnegie, a great Honorary ALA member, once said: 'A library outranks any other one thing a community can do to benefit its people. It is a never-failing spring in the desert,'" Reed said. "I agree. Libraries play a central role, not just in education but also as a place where the community can come together, a source of common ground and knowledge. And today, with more people turning to libraries as a technology and job hunting resource, libraries are more important than ever."

In addition, Carl A. Harvey II, 2011–2012 president of the American Association of School Librarians, presented Reed with the Crystal Apple award, which recognizes individuals or groups who have had significant impact on school libraries and students.

More than 350 librarians and library supporters convened for National Library Legislative Day, which began with preconference sessions—also known as "new participant training"—hosted by United for Libraries: Association of Library Trustees, Advocates, Friends, and Foundations and the ALA Washington Office. Advocacy Associates representative Stephanie Vance facilitated the session with ALA Grassroots Coordinator Ted Wegner and Lynne Bradley, director of the ALA's Office of Government Relations. More than 50 attendees received tips on the right things to say and do in meetings with members of Congress and on strategies to build and maintain advocacy efforts at home.

Library advocate Louis "Buzz" Carmichael of Lexington, Kentucky, was recognized with the White House Conference on Library and Information Services Taskforce Award for his commitment to supporting the nation's libraries. The annual award, given to a nonlibrarian participating in National Library Legislative Day for the first time, is a stipend granted to help reduce the cost of attending the event.

Reed redirects and restores funding for school libraries

From 2002 to 2010, the Improving Literacy through School Libraries program under the U.S. Department of Education was the source for federal funding of school libraries. However, in recent years, the president and Congress have either consolidated or zero-funded this program to the point that it was not funded at all in fiscal 2011 (October 1, 2010–September 30, 2011) or in fiscal year 2012. In 2011, Sen. Jack Reed, feeling that school libraries needed a direct funding source in the federal budget, used the fiscal 2012 appropriations bill to redirect the money to the Innovative Approaches to Literacy program, also in the Department of Education.

The program was appropriated $28.6 million, of which by law at least half ($14.3 million) was to be allocated to a competitive grant program for underserved school libraries. The remaining money was to be allocated to competitive grants for national not-for-profit organizations that work to improve childhood literacy. The first-year grants from this program were announced on September 28, 2012.

Rep. Zoe Lofgren wins 2012 James Madison Award

Rep. Zoe Lofgren (D–Calif.) was named recipient of the James Madison Award, one of the ALA's highest honors, at a ceremony in March 2012 during a National Freedom of Information Day conference held at the Knight Conference Center at the Newseum in Washington, D.C. Lofgren was recognized both for her commitment to sponsoring legislation that strengthens the public's right to access information and her opposition to legislation that impedes First Amendment rights.

Lofgren is a cosponsor of the Federal Research Public Access Act, a bill that seeks to improve access to federally funded research. She also fought against the Stop Online Piracy Act, which would require internet service providers to police users' activities in an attempt to combat online infringement overseas.

The James Madison Award, named in honor of President James Madison, was established by the ALA in 1986 to honor individuals or groups who have championed, protected, and promoted public access to government information and the public's "right to know" on the national level. The award is presented annually on the anniversary of Madison's birth, March 16.

Advocacy on the go

The ALA has partnered with Mobile Commons, a mobile phone marketing and outreach provider, to launch a new text-message alert and advocacy service for librarians. The opt-in service allows the ALA's Office of Government Relations to communicate advocacy messages quickly and effectively using an innovative texting and calling feature. By texting the word "library" to "877877," users will be able to call legislators to discuss particular issues toll-free

through Mobile Commons. The text messages will provide subscribers with talking points on issues before automatically transferring the advocates to the offices of their legislators.

Award recognizes 133 years of Census Bureau's *Statistical Abstract*

Thomas Mesenbourg, deputy director of the U.S. Census Bureau, was honored August 30, 2012, with a Lifetime Achievement Award from the Reference and User Services Association (RUSA). 2012 was the last year that the Census Bureau released the *Statistical Abstract*, and RUSA wanted to honor those 133 years of ensuring that the public had access to government information through this resource. Jack O'Gorman, chair of RUSA's Dartmouth Medal Committee, presented the award.

INTELLECTUAL FREEDOM

At what point does filtering turn into censorship?

Internet censorship via the filtering of library computer terminals became a top intellectual freedom priority in 2012, spurred by some public libraries' decisions to impose complete, mandatory filtering on library users and by growing evidence that overzealous internet filtering is harming the learning process for both children and young adults.

Lawsuits filed by students and library users drew attention to the flaws of filters, which they said sometimes block constitutionally protected content based on political or religious viewpoints. The allegations included that many filters block access to websites favoring civil rights and support for the lesbian, gay, bisexual, and transgender (LBGT) community, while allowing full access to sites that oppose homosexuality. Other censored areas included search engines, social media, websites about alternative religions, and even websites about vegetarianism, according to the ALA's Office for Intellectual Freedom (OIF).

Conversations with both vendors and librarians who are required to use filters made it clear that this type of internet censorship is not always intentional, the OIF says. Library staff may not always know how to set up or manage the filtering software or may misinterpret the requirements imposed by laws like the Children's Internet Protection Act (CIPA).

The fact remains, however, that internet censorship, whether intended or accidental, violates users' fundamental right to intellectual freedom as set forth in the Library Bill of Rights.

Acutely aware that libraries are often operating under CIPA-imposed mandates and knowing that most librarians and trustees want to provide optimal access to information, the OIF is developing materials that emphasize "First Amendment–friendly filtering," which recognizes and supports the ideal of open access to constitutionally protected information while complying with legislative mandates to filter library users' internet access. These include webinars, publications, and workshops for librarians and trustees.

In 2012, the OIF and the ALA Intellectual Freedom Committee published a major revision to its "Libraries and the Internet Toolkit" that provides both legal and practical information on developing internet use policies that preserve users' access to constitutionally protected information. The OIF also presented workshops on First Amendment–friendly filtering at meetings held by the Missouri and Iowa Library Associations.

Banned Books Week celebrates 30 years of liberating literature

Award-winning broadcast journalists Bill Moyers and Judith Davidson Moyers were named the first ever honorary cochairs for the 30th anniversary of Banned Books Week (September 30–October 6, 2012), the national book community's annual celebration of the freedom to read. To honor this milestone anniversary, Bill Moyers produced a video essay, "The Bane of Banned Books."

More than 500 readers joined Moyers in contributing videos to the Banned Books Virtual Read-Out, including Stephen Chbosky, author of the critically acclaimed—and banned—*The Perks of Being a Wallflower,* author Sara Paretsky of V. I. Warshawski fame, and San Antonio Poet Laureate Carmen Tafolla. The videos are posted on YouTube.

In addition to the Banned Books Virtual Read-Out, the OIF coordinated the 50 State Salute to Banned Books Week. The 50 State Salute formed the core of the ALA's participation in the 2012 Virtual Read-Out and consists of videos from each state demonstrating how they celebrate the freedom to read. A map of participating states can be found on the ALA website. The OIF also created a timeline, "30 Years of Liberating Literature," which features one prominent banned or challenged book a year since 1982.

Finally, Corey Michael Dalton, a fiction writer and former associate editor of the *Saturday Evening Post,* celebrated Banned Books Week in his own particular way: inside a "prison" made completely out of banned books from previous years. Dalton's weeklong project took place at the Kurt Vonnegut Memorial Library in Indianapolis, with the goal of protesting the banning of *Slaughterhouse-Five* from Republic (Mo.) High School in 2011. The school subsequently placed the book back in the library, though it remains restricted in what some term a "literary gulag." Under a revised policy, the school board said it will allow challenged books to be kept in a secure section of all Republic school libraries.

Banned and challenged books

Here are a few of the attempted (or successful) book bannings that made news in 2012:

Fifty shades of controversy. E. L. James's *Fifty Shades* trilogy of erotic fiction took the country by storm in 2012 and sparked significant controversy over whether it deserved a place on library shelves. Barbara Jones, executive director of the Freedom to Read Foundation, appeared on *NBC Nightly News* to address the issue and reaffirm the ALA's passionate support of the freedom to read. While many libraries bought multiple copies to keep up with strong demand, others questioned whether the quality of the books—which received little critical acclaim and were derided by some as "mommy porn"—made them a good fit with collection development policy standards. Libraries that chose not to stock the racy bestseller included Titusville Public Library in Brevard County, Florida, which faced a major media backlash and ultimately reversed its decision in response to public demand.

Cleaned-up cowboy canned. In Pennsylvania, the Annville-Cleona School District board voted to remove an award-winning children's book from elementary school library shelves due to concerns about partial nudity in its illustrations. *The Dirty Cowboy,* written by Amy Timberlake and illustrated by Adam Rex, tells the humorous story of a cartoon cowboy taking his annual bath. When the cowboy's dog doesn't recognize his fresh-smelling owner and refuses to hand over his clothes, the cowboy is left naked—but with his private parts strategically covered by objects like a cloud of dust. Despite protests from national groups and an online petition that gained more than 300 signatures, the district held firm in its decision to ban the book.

High-schooler wins censorship battle. In California, a school committee voted to remove the Stephen King novella *Different Seasons* from Rocklin High School library shelves. The lone dissenter on that committee was 17-year-old student Amanda Wong, who continued to fight the ban and spoke against the decision at a later school board meeting. After hearing Wong's concerns that the removal "opens a door to censoring other materials," the district superintendent overturned the committee's decision and returned the book to the Rocklin High School library's collection.

A perennial highlight of Banned Books Week is the Top Ten List of Frequently Challenged Books, compiled annually by the ALA Office for Intellectual Freedom (OIF). The most-challenged items—as compiled by the OIF from 464 recorded challenges in 2012—ranged from the mischievous Captain Underpants series, which made the list in 2002, 2004, and 2005, to newcomers *Thirteen Reasons Why* and *Looking for Alaska.*

Here is the OIF's Top Ten List of Frequently Challenged Books in 2012:
- *Captain Underpants* (series), by Dav Pilkey (offensive language, unsuited for age group)
- *The Absolutely True Diary of a Part-Time Indian,* by Sherman Alexie (offensive language, racism, sexually explicit, unsuited for age group)
- *Thirteen Reasons Why,* by Jay Asher (drugs/alcohol/smoking, sexually explicit, suicide, unsuited for age group)
- *Fifty Shades of Grey,* by E. L. James (offensive language, sexually explicit)
- *And Tango Makes Three,* by Justin Richardson and Peter Parnell (homosexuality, unsuited for age group)

- *The Kite Runner,* by Khaled Hosseini (homosexuality, offensive language, religious viewpoint, sexually explicit)
- *Looking for Alaska,* by John Green (offensive language, sexually explicit, unsuited for age group)
- *Scary Stories* (series), by Alvin Schwartz (unsuited for age group, violence)
- *The Glass Castle,* by Jeannette Walls (offensive language, sexually explicit)
- *Beloved,* by Toni Morrison (sexually explicit, religious viewpoint, violence)

Mixed results on access to GLBT content

As Americans prepared for and participated in November 2012 elections, issues related to gay, lesbian, bisexual, and transgender (GLBT) rights were the subject of much media and public discourse, including extensive debates over gay marriage. In this heated political context, GLBT content in libraries came under fire across the country.

In May, a school-district committee in Davis County, Utah, voted to restrict access to Patricia Polacco's *In Our Mothers' House.* Acting in response to fears that the book might violate a state law against "advocating homosexuality," the district moved first to restrict the book to older elementary-school students and later to only those students with written parental permission. In response, the American Civil Liberties Union filed a lawsuit in November 2012 alleging violation of students' First Amendment rights. As of January 14, 2013, district officials had reinstated *In Our Mothers' House* to school-library shelves, noting that the cited Utah law applied only to curriculum materials and not to recreational reading. The book was purchased to foster understanding and inclusion in a school where one student lived with two mothers.

In June, *The Family Book,* by Todd Parr, was removed from a curriculum on diversity, tolerance, and bullying in Erie, Illinois. Objections centered on its content, specifically a page stating that "some families have two moms or two dads."

A notable success for access to GLBT content came in the fall, after Sarah Brannen's picture book, *Uncle Bobby's Wedding,* was challenged at a public library in Brentwood, Missouri. The library's decision to retain the book was appealed to the library board by several individuals, drawing significant public attention and generating overwhelming support for the library and the book in question.

"Book smugglers" respond to banning of Hispanic studies program

In January 2012, the Tucson Unified School District, in compliance with Arizona state law, eliminated its Mexican American Studies (MAS) Program, resulting in the removal of books on the MAS Program Reading List. Textbooks and reading-list titles written by nationally and internationally renowned authors and scholars that reflect this country's rich Mexican heritage can no longer be taught or assigned by teachers in the suspended MAS Program.

In response, the ALA Council adopted a resolution at its 2012 Midwinter Meeting, condemning the suppression of open inquiry and restriction of access to educational materials in Arizona. A broad coalition of ALA member groups worked together on this statement and subsequently developed programs at the 2012 ALA Annual Conference and the 2012 Joint Conference of

Librarians of Color, featuring the Librotraficante ("book smuggler") movement that emerged to counter the effects of the ban.

Led by Tony Diaz, the Houston-based author and radio host of "Nuestra Palabra," [Librotraficante](#) organized a bus caravan of educators and activists who raised awareness of the situation and collected more than 1,000 books for underground libraries in Tucson, San Antonio, Houston, and Albuquerque. The community-minded reference/lending facilities were forged with the primary purpose of keeping at least four copies of each book that was removed from Arizona classrooms.

Diaz also broadcast his message on YouTube, and with spots on *The Daily Show* and *Democracy Now!*, the conscientious theatrics of Librotraficante became a bona fide media success.

"Big Data" means more information—and more threats to privacy

2012, the year of "Big Data," saw frequent news reports about the collection, use, and misuse of individuals' private and personal information. Civil liberties organizations, including the ALA, came together as the [Digital Due Process](#) coalition, working to reform the USA PATRIOT Act and other laws that address government surveillance and wiretapping. Individuals, legislators, and opinion leaders all advanced proposals to place sensible restrictions on data mining, identity theft, and unconstitutional government surveillance.

In this context, the OIF's ongoing privacy initiative sought to provide both librarians and the general public with the information and tools needed to understand and address the threats posed to privacy rights and civil liberties by corporate and government surveillance.

[Choose Privacy Week,](#) the keystone of the OIF privacy initiative, adopted the theme "Freedom from Surveillance" for its 2012 campaign. Its goal was to help libraries create community awareness about the pervasive use of monitoring and tracking tools by government agencies and corporations alike to collect, store, and use individuals' personal data and identifying information for the purpose of surveillance and law enforcement. The theme was inspired by news reports about ongoing national law enforcement surveillance and security initiatives that curtail individual privacy rights, particularly in the immigrant community.

The highlight of the week was the premiere of a new online documentary, "[Vanishing Liberties: The Rise of State Surveillance in the Digital Age,](#)" which featured experts discussing the government's growing use and abuse of surveillance tools to track and spy on immigrant communities, and plans by some agencies to adopt these same tools to monitor and track the activities of all Americans. Webinars and blog posts expanded upon specific topics related to privacy rights and government surveillance, and the OIF visited three library systems to learn how libraries can best do outreach and education on privacy issues for immigrants new to the United States. These included a branch library in the Lexington (Ky.) Public Library System; a branch in the Queens (N.Y.) Library System; and a suburban Chicago library, the Orland Park Public Library.

Librarians, journalists, and high-schoolers become news "fact-checkers"

The OIF completed its first year of the [News Know-how program,](#) funded by the Open Society Foundations. Its mission was to create coalitions of librarians, journalists, and high school

students to become news "fact-checkers," who went on to play an important role in the 2012 presidential campaign. The Iowa Library Services in the State Library of Iowa supported 10 rural libraries with their programming. Some students fact-checked both presidential campaigns and reported their findings to Rotary Clubs, schools, and community meetings, and Iowa librarians created two webinars on news literacy for other librarians to incorporate into their information literacy programming. The journalist trainers and curriculum are from the News Literacy Project in Bethesda, Maryland. The student projects can be found on the project website.

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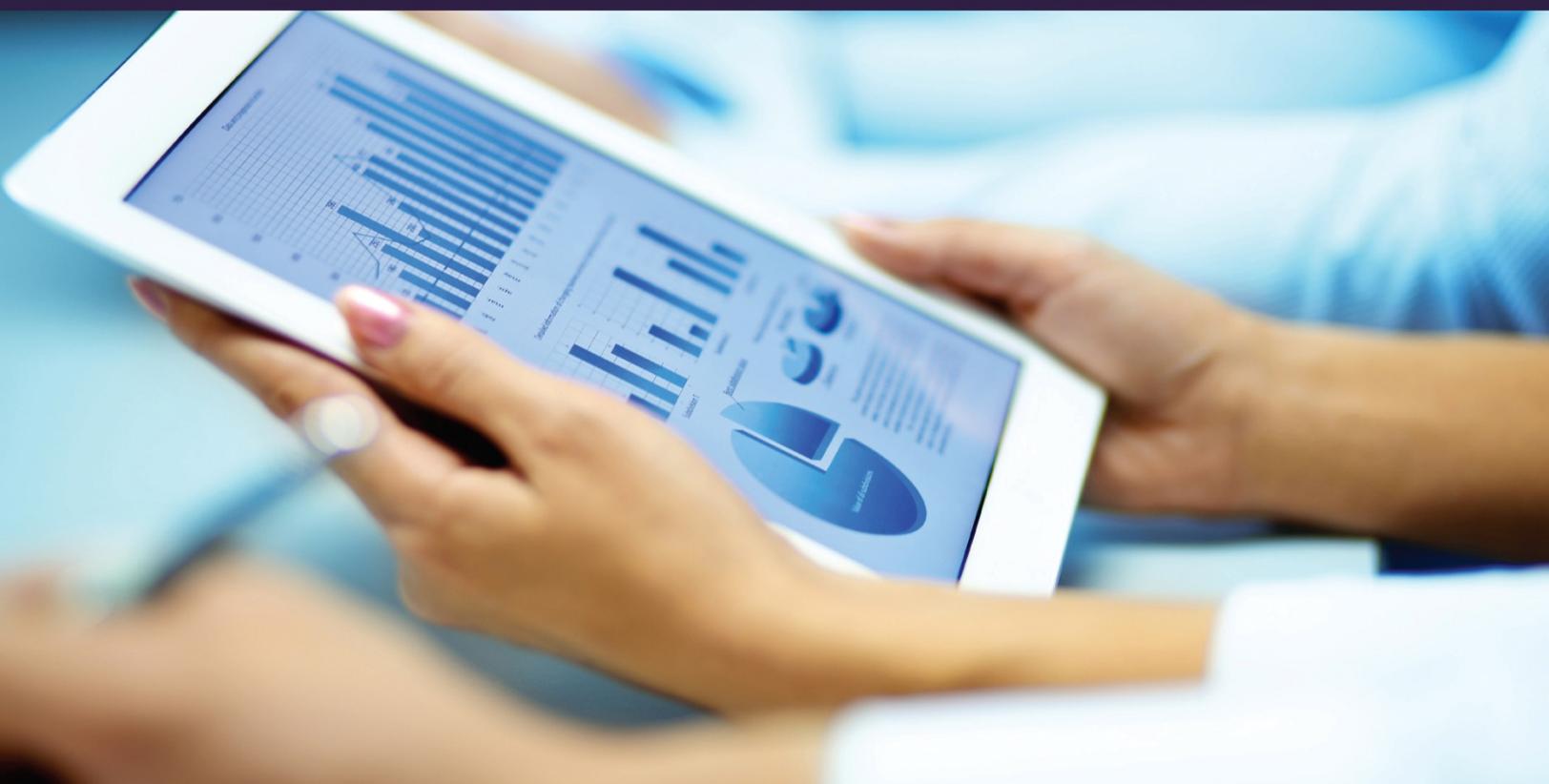
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FEEDBACK AND CONTACT INFORMATION

The American Library Association's Public Information Office coordinated the preparation of this report with contributions from the following ALA units:

- American Association of School Librarians
- *American Libraries* magazine, including *American Libraries Direct* e-newsletter
- Association for Library Service to Children
- Association of College and Research Libraries
- Office for Diversity
- Office of Government Relations
- Office for Information Technology Policy
- Office for Intellectual Freedom
- Office for Library Advocacy
- Office for Research and Statistics
- Public Information Office
- Public Library Association
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- Young Adult Library Services Association

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