

GUITAR HERO Library of Rock ■ NEWSMAKER Brian Bannon ■ 50 SHADES Grey Matter

american libraries

MAY/JUNE 2012

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Transforming our Libraries, Ourselves

PLUS

- Raves for Community Reference
- Cataloging Reclassified
- Perils to Privacy

Lindsey Levinsohn @LLevinsohn

Anyone else have the chance to get a sneak peek of @midwesttape Hoopla? Looks amazing - I'm hoping that it is released this year! #pla12



Robin Nesbitt @RobNesb

@LLevinsohn @midwesttape **Saw it and love it!! Can't wait for it to release.**



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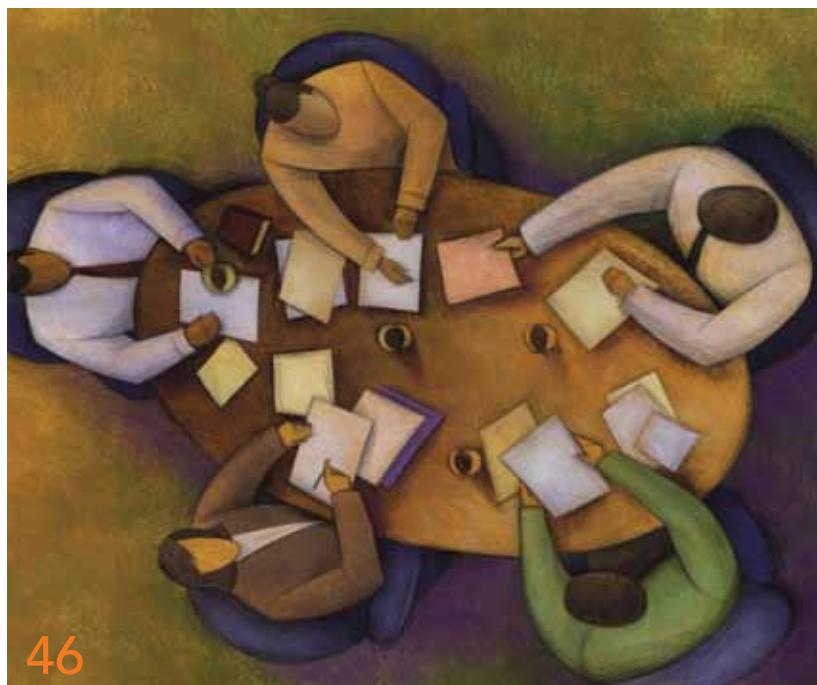
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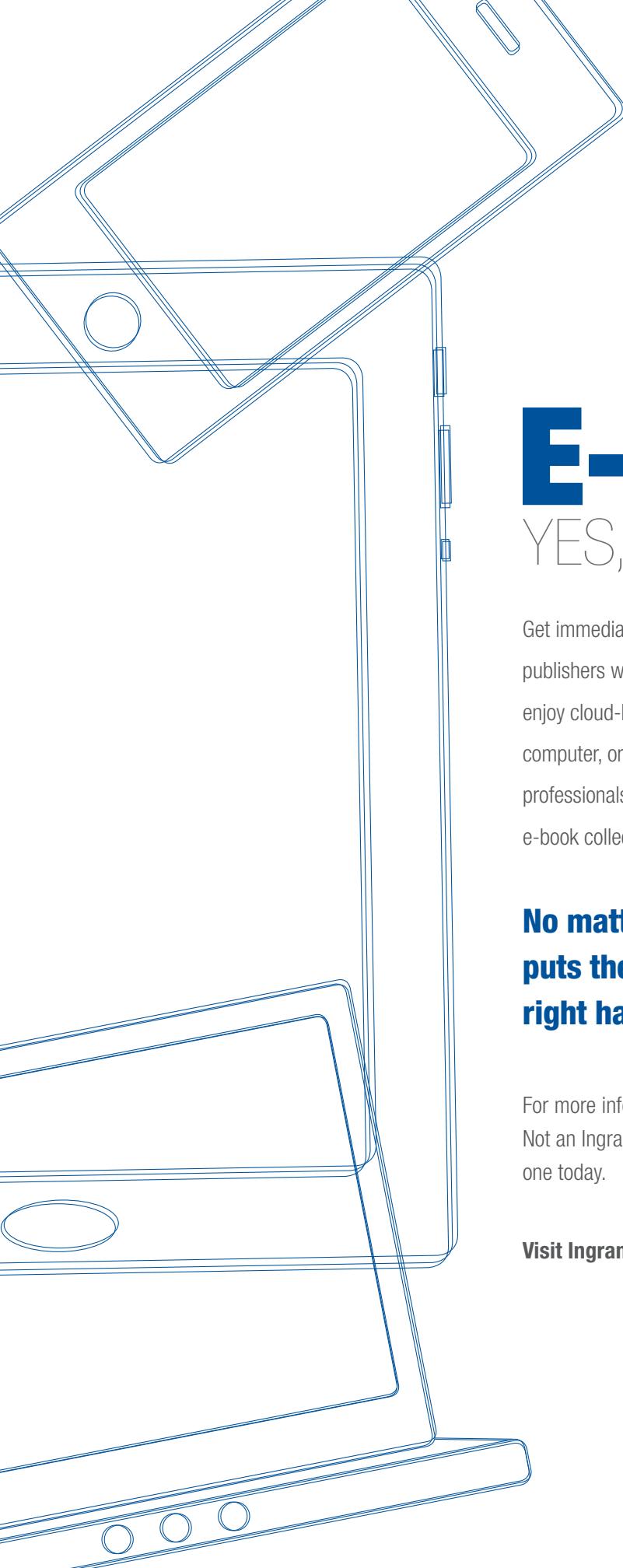
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Transformations

by Laurie D. Borman

Transforming sounds like such a magical process. In a glittery whirlwind, Cinderella is transformed from rag-covered servant to bejeweled beauty in a ball gown. Unfortunately, transforming rarely occurs in fairy-tale fashion. It's a process that takes time, determination, and effort by dedicated teams. Glass slippers and fairy wands are strictly optional.

In this issue, *American Libraries* covers the possibilities for how to transform our libraries. Colleagues have found new ways to deliver services, from embedding reference librarians into local civic projects to catalogers embracing their evolution into an ever-broadening role—see “Community Reference: Making Libraries Indispensable in a New Way” by Colbe Galston, Elizabeth Kelsen Huber, Katherine Johnson, and Amy Long, beginning on page 46, and “Cataloging Then, Now, and Tomorrow” by Elise (Yi-Ling) Wong, beginning on page 52. The work begins by inviting the community—whether parents, teachers, university administrators, patrons, or the public—to the table to talk about wants and needs.

This transformational work is so important that it is the theme of this year's ALA Annual Conference in Anaheim. The work started under the direction of President Molly Raphael will continue during President-Elect Maureen Sullivan's term when she is handed the gavel in June (see page 44). You'll find loads of programs and conversation-starter sessions at Annual to help you begin—or continue—the transformational process at your institution. Our special section, beginning on page 62, gives you a preview of the conference highlights, as well as a dining guide (page 74) to Anaheim and surrounds.

Elsewhere in this issue, we talk with the new Chicago Public Library Commissioner Brian Bannon, who in March succeeded Mary Dempsey after her 18 years at the helm. (See Newsmaker on page 36.) He, too, is working with transformational issues, like tighter budgets and increased demands for services.

While we're working on long-range transformational plans, all of us are also having to keep an eye on the key issues, which inevitably involve e-content. This month, *American Libraries* offers an E-Content Digital Supplement, which you can access on americanlibrariesmagazine.org. It features interesting observations by writers, users, publishers, librarians, and booksellers, as well as articles on digital rights and the progress of ALA's Digital Content and Libraries Working Group. We'll offer print copies of the supplement at Annual.

I'm looking forward to seeing you in Anaheim in June. We'll listen to a host of amazing speakers, learn about new and useful products, and talk transformations. And again, glass slippers are optional, but I hear the pixie dust is mandatory. ■

While we work on long-range transformations, all of us will need to stay on top of e-content issues.

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

ALA American Library Association

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americanlibrariesmagazine.org
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Acceptance of advertising does not constitute endorsement. ALA reserves the right to refuse advertising.

indexed

1996–2010 index at americanlibrariesmagazine.org. Available full text from ProQuest, EBSCO Publishing, H. W. Wilson, LexisNexis, and Information Access.

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Libraries and other institutions: \$45/year, 6 issues, U.S., Canada, and Mexico; foreign: \$60. Subscription price for individuals included in ALA membership dues. 800-545-2433 x5108, email membership@ala.org, or visit www.ala.org. Claim missing issues: ALA Member and Customer Service. Allow six weeks. Single issues \$7.50, with 40% discount for five or more; contact Charisse Perkins, 800-545-2433 x4286.

published

American Libraries (ISSN 0002-9769) is published 6 times yearly with occasional supplements by the American Library Association (ALA). Printed in U.S.A. Periodicals postage paid at Chicago, Illinois, and additional mailing offices. POSTMASTER: Personal members: Send address changes to *American Libraries*, c/o Membership Records, ALA, 50 E. Huron St., Chicago, IL 60611. ©2012 American Library Association. Materials in this journal may be reproduced for noncommercial educational purposes.



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▲ **Libraries celebrated** National Library Week was April 8–14, and ▲ libraries around the country share their celebrations in an online photo essay. Top, more than 300 community members and staff from Poudre River Public Library District in Fort Collins, Colorado, enjoy a simultaneous reading flashmob, while elsewhere around the country, students participated in the Boss of Cakes competition at Newport News (Va.) Public Library System’s Pearl Bailey branch, where Ryan Beasley and Keisha White won for their cardboard-box “cake.”

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E-content

▲ **Reports from publishing** The ▲ E-Content blog has kept a close eye on ebook news. ALA President Molly Raphael reported on the Executive Board meeting, which reaffirmed the board’s commitment to engaging with publishers while expanding the focus to other ebook stakeholders. Christopher Harris blogged on TOR/Forge’s decision to stop applying digital rights management to its ebooks—a move that might mark the beginning of the end of DRM. And Laurie Borman detailed a presentation by John Palfrey at ALA’s Association of College and Research Libraries’ Spring Virtual Institute about the Digital Public Library of America, which hopes to launch by April 2013.

INSIDE scoop

▲ **Humor doesn’t exist** Completely ▲ unrelated to the first day of a certain month beginning with “A,” Douglas Maynard gives a reasoned argument on the value of privatizing the public domain. Other wholly nonsatirical offerings were highlighted on Inside Scoop. Grilled unicorn—yum!

▲ **Architecture Digital Supplement** ▲ Emailed to members and available online, the digital supplement includes highlights from the 2012 Library Design Showcase, as well as a feature on how Rangeview (Colo.) Library District quantified the value of its Anythink rebranding project.

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Time Flies

Taking a look back, moving forward, and giving thanks

by Molly Raphael

Looking back. Two years ago, I learned that I had won the ALA election. I felt exhilarated but also somewhat uneasy. Executive Director Keith Michael Fiels told my husband that I was ALA's for the next couple of years. As president-elect, I worked hard to plan initiatives, appoint committees, and travel to conferences and speaking engagements. I felt that I was managing to juggle the work and still maintain a life outside of ALA.

Over the years, I have observed many successful ALA presidents, so I knew each year was different. The library landscape keeps changing, and each president "drops in" for a year and leads ALA as best he or she can.

If you want to know what an ALA president does, here's a quick summary. I worked many long days and spent nearly half the year on the road, participating in numerous chapter, affiliate, and division conferences, international conferences, library and library school visits, and many other appearances. Each of these occasions allowed me to meet members and others in library communities throughout the United States and in places as far away as Canada, Mexico, Brazil, and New Zealand. While I often gave a keynote address or a workshop, I always tried to find time to visit with colleagues and learn about their successes, interests, and concerns. I also asked how ALA could help them

and in what ways ALA could be better and stronger.

I often heard from our colleagues how honored they were to have the ALA president attend their conferences. I, too, felt very honored to be part of their gatherings. Time and time again, colleagues, who were committed to building better library programs and services, welcomed and inspired me. Whenever I could, I met with library and information science students, sometimes at state conferences but also by visiting LIS schools.

I can tell you with certainty that our profession is in good hands. The excitement and energy these future librarians have for their chosen profession is amazing.

Time and again

Looking forward. Soon many of us will be gathering in Anaheim, California, for the 2012 Annual Conference. We will have hundreds of programs to help attendees think about library issues in new and different ways. As always, the hundreds of exhibitors—many who use ALA conferences to unveil new technologies, publications, equipment, and services—will be a big draw for attendees.

Join us for the Opening General Session with Rebecca MacKinnon,

journalist and internet policy specialist, to hear her discuss the urgent question of how technology should be governed to support the rights and liberties of users around the world.

Hear from well-known authors like Jodi Picoult, Sherman Alexie, John Irving, and many, many more. Attend as many of the programs as you can, with a variety covering hot-topic issues.

Find opportunities to share your expertise and insights in the varied discussion groups, Conversation Starter programs, and other networking opportunities.

In short, come prepared for a great learning experience and opportunities to relax and engage with your colleagues not just from across the United States but from other countries as well. Oh, and did I forget to say that we will be in Southern California, where there are myriad attractions for adding a little extra vacation time?

Many thanks. This is my last column. It's been a privilege and honor to lead ALA this year. Thank you for giving me the opportunity and for supporting our work. Now it's Maureen Sullivan's turn. ■



It's been a privilege and honor to lead ALA this year.

Thank you for giving me the opportunity and for supporting our work.

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

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On a Screen Near You

Prepare to actively participate in the first Virtual Membership Meeting June 6

by Keith Michael Fields

Two items discussed during the ALA Executive Board Spring Meeting, held April 20–22 at the Association's Chicago headquarters—the Virtual Membership Meeting and ALA efforts to ensure library ebook lending—illustrate the wide range of issues and activities affecting our members and their libraries.

Prepare to vote virtually

The online Virtual Membership Meeting will be held June 6 from 3 to 4:30 p.m. Central time. With bylaw changes approved in early May, members will not only hear firsthand from the Association's leadership about the latest issues facing libraries but will be able to discuss—and vote on—resolutions that can help shape Association positions and affect the future of libraries.

Last year, more than 500 ALA members—some from as far away as Istanbul and China—attended the first virtual town hall meeting. Attendees, many of whom were unable to attend Annual Conference or the Midwinter Meeting, indicated that they enjoyed the opportunity to hear from ALA leaders and receive an update on libraries and digital content. Participants selected other agenda topics via online polling.

Because of the interactive platform, the Virtual Membership Meeting is limited to 1,000 participants. Preregistration is required and is available through the start of the meeting at <https://ala.ilinc.com/register/yzxhzss>.

Ebook talks continue

While virtually all publishers sell ebooks to libraries, four of the largest publishers—Macmillan, Hachette, Penguin, and Simon & Schuster—currently do not. In an attempt to end this impasse, ALA has been engaged in discussions with these publishers over the past several months. We have

provided information and data that has helped them to better understand how libraries and library patrons use ebooks, and have helped resolve a number of misconceptions. This dialogue with publishers has been accompanied by discussions with

ebook distributors, such as OverDrive, Baker and Taylor, 3M, and Ingram, who are also actively working with these publishers.

ALA is now approaching authors as advocates for library access to ebooks as a means of reaching out to other stakeholders in the ebook ecosystem. Reflecting the frustration felt by tens of thousands of libraries, the Executive Board

strongly believes that ALA must develop plans and initiate near-term actions on a broader front, which includes reaching out to the media and bringing public attention to the need for libraries to provide ebooks.

The board reaffirmed ALA's position that "libraries of all types must be able to provide effective access to electronic media for their users at a reasonable price and consistent with ALA core principles." These principles include equity of access, permanent protection of patron privacy access, and the elimination of artificial barriers (read "friction") that restrict access to library materials. New forms of digital content open up tremendous opportunities for education, scholarship, and personal growth—but we need to work to make their full potential available to all we serve.

Other items discussed included:

- Recruitment at key high school job fairs by ALA staff and members to further promote diversity in the profession;
- The impact of the Association's recent certification as a provider of nationally recognized continuing education units for those taking many ALA-sponsored face-to-face and online courses;
- The new Huron Street Press, which will begin publishing titles for the general public this year; and
- Budgets for FY2012 and FY2013.

Read more at ala.org ■

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



The board approved guidelines for ALA's first Virtual Membership Meeting and discussed how ALA can step up efforts to make ebooks available to library users.

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Comment Enabled

Self-Publishing Success

In response to the E-Content blog post, "[P/p?]ublishing," AL Online, Apr. 19:

Mr. Harris asks if there is something between a capital "P" and a lowercase "p," that is a truly viable self-published book.

Independent Publisher's Group (IPG) distributes to the book trade and libraries nearly 100 independent presses that could be described as self-publishers. For one of these presses IPG sells more than 70,000 copies a year of just one title and has done so for the past 10 years. This success is hardly typical, but many of our other self-published titles sell 3,000 to 10,000 copies over their lifetimes.

The important issue is not whether the author and the publisher are the same person. What controls the fate of self-published books is two things—the production values applied to the text and how well the book is marketed.

Self-publishers must understand that their books will be successful only if they themselves can provide the sort of competent editorial, design, and marketing support that an established publishing house provides for its titles, or else find others who have the requisite skills.

Authors of books produced by vanity presses, on the other hand, may well imagine that they have jobbed out the role of publisher to others. The trouble is that a vanity press gets its money for just making a book, not making a salable book, let alone generating sales. The incentives are all wrong. One

ebook vanity press is now bragging that it "published" 92,000 new titles in 2011. How much attention could have been paid to any of these titles?

All but a very small percentage of such titles have no business taking up bookstore shelf space or a librarian's time. They just aren't good enough.

Somehow those of us who consume books will need a means of separating the wheat from the chaff. Otherwise the chaff will suffocate us. Somebody is going to have to curate this mess.

Curt Matthews
Chicago

Digital Content Lauded

In response to Newsmaker, "An Interview with Jeanette Winterson," AL Online, Mar. 3:

I love author Jeanette Winterson's way with words and her passion for literature. I absolutely agree that reading books transforms and expands minds in ways that TV and newspapers do not.

I sympathize with her fear of books being removed from libraries, but I think her attack on digital content is unwarranted. I'm only able to read her wonderful interview because it's online, and I'd be unlikely to read her books if I could not request them from my library's website.

Winterson was persecuted at home and found acceptance in her library, but many who have experienced libraries to be unwelcoming and judgmental places will read more books if they don't have to actually enter a library. I believe



libraries have a broader educational mission than simply putting "books on shelves."

I have only read H. G. Wells, Arthur Conan Doyle, Martin Luther King Jr., and G. K. Chesterton because their works are available digitally. Printed books are certainly romantic and beautiful objects that I will continue to buy, appreciate, and use, but I do not see the rise of digital content as an assault on my books.

If more people are going to read the words of Shakespeare, I don't care what surface they read them from.

David Marshall
Ypsilanti, Michigan

"Patrons" Versus "Customers"

In response to On My Mind, "Just Whom Do We Serve?" AL Online, Mar. 28:

I suggest Anthony Molaro take a look in a dictionary. I have used "patrons" for more than 40 years, and not once did I think that it meant that "they are above me." I have always thought it meant "one who uses our services" and "one who supports our institution," as in "patron of the arts." Does anyone

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suggest that the term “patron of the arts” implies that the patron is somehow “above” art or artists?

We are lucky that members of our community choose to tax themselves to support our institutions and our profession. We are indebted to them and must not take them for granted.

I am opposed to “customer” because it implies a business transaction in which money is exchanged for goods, which is antithetical to the public library. However, those who use “customer” usually do so because they have come to believe that the merchant-customer transaction, or the “business model,” represents the epitome of service, not because they view the “customer” as beneath them.

I challenge Mr. Molaro to find any evidence that those who prefer the term “user” see their library’s users as “people who consume without creating” and “do not acknowledge all they create because of libraries.” This is an insult to the many effective and hardworking librarians and library staff who provide service to those whom they choose to call “users” because it describes what people do—they “use” the library’s collections and variety of services.

Mr. Molaro seems to have forgotten that the public library provides service to all members of the community, not just to those who have library cards. Is he suggesting that public libraries begin requiring a library card for entrance into the library, for reference services, or for attendance at public programs?

If any term is elitist and utterly antithetical to the mission of the public library and to the ethics of the profession, it is that of “preferred member.” The tax-supported American public library is one of the few truly democratic organizations left in this nation. Privileging one group of citizens over another based on their ability to pay is not social, as it divides people rather than uniting them. It is not active, in that it requires nothing more from the members than a transfer of

funds. There is no requirement that the card be used. It is not a “partnership” with the community but a privileging of a small percentage of that community.

Suzanne M. Stauffer
Baton Rouge, Louisiana

Ford Quote Use Questioned

I think Karen Muller should have quoted someone other than Henry Ford in her Librarian’s Library column “The Librarian’s History of the Library” (*AL*, Mar./Apr., p. 58–59).

Ford was the publisher of a blatantly anti-Semitic newspaper that he had to cease publishing after being sued for defamation by a Jewish attorney. His attorneys did not want him to take the witness stand because they knew the jury would dislike him. Ford offered to pay a million dollars in settlement, but the plaintiff refused, asking instead that he cease publication.

I would prefer to forget Henry Ford ever existed.

Alice Graves
Tampa, Florida

ADA Signage Rules Helpful

Thank you for an excellent article, “Directions to Library Wayfinding,” (*AL*, Mar./Apr., p. 36–38).

I’m so happy to see the comment about red, which is one of the more difficult colors to see. It is used much too frequently because people think it makes the sign stand out. We often see it on black. For people who are color-blind, that means that the sign is actually invisible.

There are many people who may think that using ADA sign rules for a library makes no sense, since they don’t think of people who are blind using libraries. However, there are rules for visual signs (informational and directional signs, including the visual components of tactile signs) that are there to make sure the signs are readable by many people who have usable vision. These are people who do use libraries—from large-print books or audio books to music, and take-home

books put under readers transforming them to large print.

New ADA Standards for Accessible Design rules make signs more usable for everyone and should be used by anyone planning library signage.

Sharon Toji
Long Beach, California

E-Content Practical Solutions

In response to the E-Content blog post, “Ebook Talks Continued: ALA Meets with Distributors,” AL Online, Mar. 30:

I agree that talks should include Amazon, but also Apple and Google.

I was frustrated with Amazon lately when I found out that Amazon Publishing will be printing six out-of-print titles

annually from author and librarian Nancy Pearl’s Book Lust Rediscoveries series and has no plans to make the Kindle titles available through OverDrive, our main digital collection host.

One of our great hopes for digital collections was access to out-of-print titles.

Our library has used Freegal for several years and will be adding Freading (pay-per-use) shortly. We are interested in developing access to e-content that is user friendly and legal.

These talks are proactive. We appreciate that instead of just reacting with outrage, we, as a profession, are going to work on equitable practical solutions.

Loretta Gharst
Lake Charles, Louisiana

We appreciate that instead of just reacting with outrage, we, as a profession, are going to work on equitable practical solutions.



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Barbara Stripling Wins 2013–14 ALA Presidency

Barbara K. Stripling, assistant professor of practice at Syracuse (N.Y.) University, has been elected ALA president.

She defeated Gina J. Millsap, chief executive officer of the Topeka and Shawnee County (Kans.) Public Library.

“I am both honored and humbled to have the opportunity to lead ALA at this critical and exciting time for our nation’s libraries,” Stripling said. “As we make our Association more inclusive, diverse, and collaborative, we can support our mem-

bers’ efforts to transform their libraries into virtual and face-to-face community centers of conversation, equitable access to information, lifelong learning, and civic engagement.”

Stripling received 6,272 votes out of a total of 11,201 votes cast for president and will serve one year as vice-president/president-elect before she takes over at the end of the 2013 Annual Conference in Chicago. A total 11,248 bal-



lots were cast in the election that also included seats on the Association’s governing Council as well as leaders of divisions and round tables.

Thirty-four members have been elected to Council with three-year terms that begin at the conclu-

sion of the 2012 Annual Conference and run through the end of the 2015 Annual Conference in San Francisco. One two-year Council term ends at the end of the 2014 Annual Conference in Las Vegas. Two bylaw amendments were also approved.

For complete election results visit ala.org/ala/aboutala/governance/alaelection/index.cfm.

Raphael Appoints New COA Members

Elizabeth Aversa, professor, University of Alabama School of Library and Information Studies in Tuscaloosa; and Barbara Moran, professor, University of North Carolina at Chapel Hill School of Library and Information Science, have been appointed to serve on the Committee on Accreditation by ALA President Molly Raphael.

They replace Dan O’Connor, professor, Rutgers University School of Communication and Information, New Brunswick, New Jersey; and John Mulvaney, library director emeritus, Northern State University, Aberdeen, South Dakota.

The pair resigned on the heels of the March 28 announcement that former COA Chair Ken Haycock was “stepping aside” after accepting a position at the University of Southern California

in Los Angeles to lead the university’s new graduate degree in library and information management (*AL Inside Scoop*, Apr. 3).

Raphael reported to Council May 3 that President-Elect Maureen Sullivan has asked newly appointed COA Chair Brian L. Andrew to continue in the position through the 2013 Annual Conference.

“COA had already begun a review of its conflict-of-interest policies as a result of its new strategic plan,” Raphael said. During its spring meeting in Chicago, the Executive Board adopted a resolution affirming the appropriateness of COA to undertake this review and also agreed to draw upon the expertise of the Committee on Professional Ethics. A report is expected no later than the 2013 Midwinter Meeting.

Honorary Member Nominations Open

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

Honorary Members are elected for life by vote of ALA’s governing Council upon recommendation of the Executive Board. Nominations will be reviewed during the Executive Board’s fall meeting, October 26–28, in Chicago, and presented to Council for vote during the 2013

Midwinter Meeting, January 25–29 in Seattle. Newly elected Honorary Members will be formally recognized at the Opening General Session during the 2013 Annual Conference, June 27–July 2 in Chicago.

Members who wish to forward nominations must complete the online ALA Honorary Member Nomination form at ala.org/awards/grants/awards/176/apply. The completed nomination packet, with all attachments, must be received no later than September 1. Posthumous nominations are not eligible for consideration. Submit nomination packets to: Honorary Membership, Executive Board Secretariat, Office of ALA Governance, ALA, 50 E. Huron St., Chicago, IL 60611. For more information, visit ala.org.

AASL Comments on Petition Response

ALA's American Association of School Librarians President Carl Harvey is urging school libraries to continue to work with their state departments of education after President Barack Obama's administration responded April 13 to a petition drive created in support of school library programs that Harvey initiated January 5.

In his April 16 blog post at carl-harvey.com/libraryties, he also urged support for reauthorizing the Elementary and Secondary Education Act (ESEA) and for school librarians to use the response from Roberto J. Rodríguez, special assistant to the president for education policy, at the local level.

By using the "We the People" petition website provided at whitehouse.gov/petitions, Harvey called on the administration to ensure that every child in America has access to an effective school library program by using the reauthorization of ESEA to provide dedicated funding to help support those programs. The

FAIRY-TALE PATRONS



New Sacramento (Calif.) Public Library posters are part of a public awareness campaign using the 2012 National Library Week (NLW) theme, "You belong @ your library." The library is this year's Scholastic Library Publishing National Library Week Grant recipient. The \$3,000 grant money was also used to create new public transit signs and window clings aimed at the gay, lesbian, bisexual, and transgender community. For more NLW photos, visit americanlibrariesmagazine.org/al_focus/photos.

petition garnered more than the required 25,000 signatures needed—a total of 28,619—four days before the one-month deadline.

Read the petition and White House response in their entirety at wh.gov/Wgd.

Report: Information Access in Jeopardy

Publishers limiting library ebook lending, budget cuts, and book challenges are a few library trends of the past year that are placing free access to information in jeopardy, according to the 2012 State of America's Libraries report. The report, an *American Libraries* digital supplement, was released April 9 in conjunction with National Library Week, April 8–14.

The rapid growth of ebooks has stimulated increased demand for them in libraries, but libraries have only limited access to ebooks because of restrictions placed on their use by publishers, the report said.

The drive to reduce budget deficits continued to take its toll on essential services at all levels of society in 2011, with teachers and librarians sometimes seen as easy targets for layoffs. School librarians were especially targeted with budgetary challenges in 2011. Academic librarians and their colleagues in

higher education in the United States also faced stagnating budgets, unsustainable costs, increased student enrollments, and reduced staff. In addition, internet-age versions of copyright and piracy issues shot to the forefront.

Book-banning efforts were alive and well. ALA's Office for Intellectual Freedom received 326 reports regarding attempts to remove or restrict materials from school curricula and library bookshelves. The Top Ten Most Frequently Challenged Books of 2011 are also included in the report.

The full report can be viewed at americanlibrariesmagazine.org/archives.

Candidates Sought for 2013 Elections

The ALA Nominating Committee is soliciting candidates to run on the 2013 spring ballot for the offices of ALA president-elect, treasurer, and councilor-at-large. The deadline for nominations is August 17.

The committee will select two candidates each to run for president-elect and treasurer, and no fewer than 50 candidates for the 33 available at-large Council seats.

The president-elect will serve a three-year term: as president-elect in 2013–2014; as president in 2014–

2015; and as immediate past president in 2015–2016.

The treasurer will serve a three-year term beginning at the end of the 2013 Annual Conference and concluding at the end of the 2016 Annual Conference.

Councilors-at-large will serve three-year terms, beginning after the 2013 Annual Conference and ending at the adjournment of the 2016 Annual Conference.

The president, treasurer, and councilors also serve in corresponding roles in the ALA–Allied Professional Association (ALA-

APA). Individuals considering ALA-APA office are encouraged to consult with their employer regarding any restrictions regarding lobbying activities or service on the governing body of a 501(c)6 organization.

Members who wish to make nominations should submit the following information: nominee name; present position; institution; address; telephone; fax; and email address. Self-nominations are encouraged. All potential nominees must complete the online Potential Candidate Biographical Form available at <https://www.alavote.org/nomination/2013users.html>.

Nominations may be sent to any member of the 2013 Nominating Committee, chaired by Nancy Davenport, president of Nancy Davenport Associates, at nancydavenport@nancydavenportassociates.com.

To encourage diversity and leadership development, the committee may refrain from nominating any current councilors for election to another term. However, the committee encourages all current Councilors who wish to continue their service to the Association to file as petition candidates.

Petitions are available from Lois Ann Gregory-Wood, Council Secretariat, ALA, 50 E. Huron St., Chicago, IL 60611, email: lgregory@ala.org, or on-site at the 2012 Annual Conference or 2013 Midwinter Meeting. Petitions require 25 signatures. Online petition forms are also available.

ALA Supports Digital Literacy Training

ALA filed comments with the Federal Communications Commission April 2 supporting its proposal to advance broadband adoption by low-income people through digital literacy training in public libraries and schools. The Association as-

serted six main points in its support:

- Digital literacy is vital to ensuring equal opportunity in a knowledge economy;

- Public libraries are ideally positioned to support digital literacy training;

- Public libraries—even those now doing digital literacy programs—need additional resources to meet demand for digital literacy training;

- Any program designed to address digital literacy must have the flexibility to meet community needs and build library capacity;

- It is appropriate to use savings from the FCC’s Universal Service Fund Lifeline program reforms to support digital literacy training and broadband adoption for low-income people; and

- Funding for digital literacy training through libraries should be separate and distinct from the e-rate program.

ALA also opposed limiting funding to libraries that do not already offer digital literacy training; proposed that the community’s level of poverty should be the first determinant for prioritizing applicants; sought additional funds to fully implement the program; opposed a proposed match requirement; and asked that the FCC consult and collaborate with the Institute of Museum and Library Services, the National Telecommunications and Information Administration, and the Chief Officers of State Library Agencies in developing the digital literacy program.

Nevins, Hersberger Endowment Trustees

Kate Nevins, executive director and chief executive officer of Lyrasis, and Rod Hersberger, dean emeritus of California State University, Bakersfield Library, are the newest

CALENDAR

ALA EVENTS

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

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

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

Sept. 30–Oct. 6: Banned Books Week, ala.org/bbooks.

Oct. 3: Banned Websites Awareness Day, ala.org/aasl/bwad.

Oct. 14–20: Teen Read Week, ala.org/teenread.

Oct. 21–27: National Friends of Libraries Week, ala.org/altaff.

2013

Jan. 25–29: ALA Midwinter Meeting, Seattle, alamidwinter.org.

June 27–July 2: ALA Annual Conference, Chicago, alaannual.org.

ALA Endowment Trustees selected by the Executive Board.

Their appointments fill the expiring term of an existing trustee as well as provide for the expansion of the committee by one for a new total of four members, in addition to the treasurer. Their three-year terms officially begin at the conclusion of 2012 ALA Annual Conference, and end at the conclusion of the 2015 ALA Annual Conference.

ALA Responds to “Rise of E-Reading”

ALA President Molly Raphael said many of the findings in the Pew Research Center’s Internet and American Life Project report “The Rise of E-Reading” confirm a number of trends the Association has eyewitnessed—the fact that four times the number of people report reading ebooks on a typical day now compared with only two years ago and that the number of people who own e-reader devices or tablets nearly doubled between mid-December 2011 and the beginning of February 2012.

The report is the first comprehensive examination of US adult reading habits since ebooks have come to prominence. Among the key findings in the report, released April 4, are that 78% of adults read a book in the past year, 14% of these readers borrowed their last book from our nation’s libraries, and one in five adults reported reading an ebook in the past year.

The research effort was underwritten by the Bill and Melinda Gates Foundation. For more information, visit libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading.

ACRL Establishes Four Discussion Groups

ALA’s Association of College and Research Libraries has established four new discussion groups. They

are: the Digital Humanities Discussion Group, for those interested in digital humanities and the role of librarians in this discipline; the International Perspectives on Academic and Research Libraries Discussion Group, to promote awareness and discussion of the international, transnational, and global dimensions of issues critical to the future of academic and research libraries; the Leadership Discussion Group, to afford conversation, communication, and collaboration about leadership and management issues; and the Student Retention Discussion Group, to discuss methods, best practices, and assessment for developing case-by-case and programmatic efforts related to student retention.

For more information, visit acrl.org.

Survey: Librarians Support Privacy Rights

In conjunction with the 2012 observance of Choose Privacy Week, May 1–7, ALA’s Office for Intellectual Freedom released preliminary findings from a new survey measuring librarians’ views on privacy rights and protecting library users’ privacy.

Some of the survey highlights include: 95% of librarians agree or strongly agree that individuals should be able to control who sees their personal information, and more than 95% of respondents feel government agencies and businesses shouldn’t share personal information with third parties without authorization; nearly all respondents agreed that “libraries should never share personal information, circulation records, or internet use records with third parties unless it has been authorized by the individual or by a court of law”; and 76% of those surveyed feel libraries are doing all they can to prevent unauthorized access to an individual’s personal information and circulation records.

The study was funded by a grant from the Open Society Foundations and was managed by Michael Zimmer, assistant professor at the University of Wisconsin at Milwaukee’s School of Information Studies and codirector of its Center for Information Policy Research.

Visit privacyrevolution.org for more information.

Joint Trustee Membership Available

Following the success of joint membership programs for library students and support staff, ALA and the Association of Library Trustees, Advocates, Friends, and Foundations announced a new Joint Trustee Membership program with ALA chapters.

Trustees new to ALA and chapters can now join three organizations for \$100, a 30% discount. For more information, visit ala.org/groups/joint-membership-program.

Jamal Joseph Added to JCLC Event Lineup

Author, director, and activist Jamal Joseph joins the lineup of speakers for the Joint Conference of Librarians of Color (JCLC), September 19–23, in Kansas City, Missouri. He will serve as Closing General Session speaker.

The lineup also includes award-winning authors Sharon Flake, Lauren Myracle, and Julie Otsuka, as well as Emmy winner Sonia Manzo.

In 1970, Joseph exhorted students at Columbia University in New York City to burn their college to the ground. Today, he is an associate professor of the School of the Arts film division there. His personal odyssey—from the streets of Harlem to Rikers Island, Leavenworth, and Columbia—is detailed in his book *Panther Baby: A Life of Rebellion and Reinvention*.

Joseph is also the founder and artistic director of IMPACT, a Harlem-

based youth theater company, and executive director of New Heritage Films, a nonprofit organization that provides training and opportunities for minority filmmakers.

Under the theme “Gathering at the Waters: Celebrating Stories and Embracing Communities,” JCLC is sponsored by ALA’s five ethnic caucuses: the American Indian Library Association, the Asian Pacific American Librarians Association, the Black Caucus of the American Library Association, the Chinese American Librarians Association, and *Reforma: The National Association to Promote Library and Information Services to Latinos and the Spanish Speaking*.

To register, visit jclc-conference.org.

New OLOS Outreach Toolkit Available

“Literacy for All: Adult Literacy @ your library,” a toolkit from ALA’s Office for Literacy and Outreach Services (OLOS), is now available as a free print or digital edition.

Developed by ALA’s Committee on Literacy and OLOS, the toolkit features tips and tools for assessing community adult literacy needs and tailoring a literacy plan to address those needs, as well as examples of successful and replicable library literacy plans and resources for serving adult new and nonreaders. The toolkit is available as an eight-page print edition, a navigable web edition, or as a downloadable PDF file.

OLOS provides a series of outreach advocacy toolkits, including “The Guide to Building Support for Your Tribal Library,” “The Small but Powerful Guide to Winning Big Support for Your Rural Library,” and “Keys to Engaging Older Adults @ your library.” All OLOS outreach toolkits are developed by experts

ALA PRESIDENTIAL REUNION



Former ALA President Barbara Ford (second from right), director of the Mortenson Center for International Library Programs at the University of Illinois at Urbana-Champaign, joins other Association past presidents at Dominican University in River Forest, Illinois. Ford keynoted Dominican’s annual Spring Lecture March 21 on “UNESCO, Libraries, and Inclusive Knowledge Societies.” Joining her are (from left): Peggy Sullivan, John W. Berry, and Sarah Long.

from the field and contain strategies and resources to enhance library services in their communities. Visit ala.org/olos for more information.

ALSC Institute Early Registration Underway

Early-bird registration for ALA’s Association for Library Service to Children National Institute, September 20–22, at the Sheraton Indianapolis City Centre, ends June 30. ALSC members can save up to \$95 before the deadline. Nonmembers receive a discount if they register before August 24.

The two-and-a-half-day workshop, devoted solely to children’s and youth library services, offers programs that delve into some of the most important topics in library service to children, such as using technology in programming, what’s hot in children’s spaces, working

with underserved populations, putting Every Child Ready to Read into practice, and using local partnerships to improve programming.

It also serves as a kickoff to the Caldecott Award’s 75th anniversary celebration and will feature a special Breakfast for Bill panel that will include past Caldecott Award winners and honorees, among them Denise Fleming, Kevin Henkes, and Eric Rohmann. Additional award-winning authors and illustrators scheduled to speak at the institute are Peter Brown at the Opening General Session and Gary Paulsen as the Friday Author Luncheon speaker. The Closing General Session, “Exploring Nonfiction through Authors and Illustrators,” features a panel discussion with author-illustrators Bryan Collier, Doreen Rappaport, and April Pulley Sayre.

To register, visit ala.org/alsc. ■

Department of Justice Files Antitrust Suit over Ebooks

Apple and five big publishing houses have allegedly colluded to artificially raise ebook prices, according to antitrust charges filed by the US Department of Justice on April 11.

The price increases occurred, the DOJ alleges, because of the introduction of the agency model, which is based on Apple's App Store terms: Publishers (not sellers) set ebook prices and Apple got a 30% cut.

Before, Amazon had set a \$9.99 price cap for its Kindle for most ebooks, including new-release bestsellers. Publishers felt that price was too low and allegedly worked with Apple to increase prices to diminish Amazon's market share.

The DOJ suit claims the Big Five publishers—Macmillan, Penguin, Hachette, Simon & Schuster, and HarperCollins—held “private meetings [that] provided the publisher defendants’ CEOs the opportunity to discuss how they collectively could solve ‘the \$9.99 problem.’”

Today, many ebooks in Apple's iBooks store (and on Amazon) are priced between \$12.99 and \$14.99—and sometimes even a staggering \$19.99 for such items as the preorder of J. K. Rowling's new *The Casual Vacancy*. (As a side note, the hardcover preorder for *The Casual Vacancy* is \$21 on Amazon. So much for those touted digital savings!) Perhaps in light of the 200% price increase for bestsellers over the past two years—or maybe because lengthy lawsuits are never good for public relations—three of the five publishers, Hachette, Simon & Schuster, and HarperCollins, settled the suit immediately. (Two publishers—Hachette and HarperCollins—have also agreed to settle a separate price-fixing suit filed by 16 states on the same day and joined by 39 others May 14.)

What does this mean for libraries? We haven't seen a bestselling ebook from a big publisher priced for \$9.99 in a really long time.

“I'm frustrated with the publishers and am watching that lawsuit with great interest,” Gary Shaffer, chief executive officer of the Tulsa City-County (Okla.) Library, said in the April 30 *Tulsa World*.

Macmillan and Simon & Schuster have refused to sell ebooks to libraries altogether and Hachette and Penguin halted sales of newer ebook titles. HarperCollins imposed a limit of 26 loans per ebook, and Random House raised ebook prices between 100% and 200%.

“Library budgets are not going to increase to meet that increased cost,” Shaffer said. “So, libraries will spend money with Random House, but they are not going to get as much.”

On the surface, the DOJ lawsuit means little for

libraries. This settlement is about consumers and Amazon, and may have cleared the way for Amazon to resume its price slashing.

Wired's Tim Carmody noted that Amazon walks away with some huge victories. Because of the partial DOJ settlement, “Amazon will have the right to set final prices of ebooks for customers, including the right (within some limits) to set those prices below cost,” Carmody wrote April 11. “It enshrines Amazon's ability to charge publishers for promoting their ebooks and to factor those costs into

its total balance sheet with each publisher. It allows Amazon to stagger negotiations over time, so that it can't be pressured by every publisher asking for better terms all at once.”

Cory Doctorow, writing at BoingBoing on April 12, thinks the DOJ went after the wrong problem: “They're missing all the big elephants in the room: platform lock-in by way of DRM, prohibitions created by both Apple and Amazon on using third-party payment systems on their apps, and all the associated ticking bombs that represent the real, enduring danger to the ebook marketplace.”

In other words, Amazon dodged a bullet by tattling on some more obvious concerns about Apple and the publishers' potential violations.

Libraries are going to have to continue to work to find the best business model to address the realities of the ebook market. But given all the hassle the Big Five publishers have had from dealing with the likes of Apple and Amazon (and OverDrive), perhaps now is the time to push for direct contracts with libraries.

—Christopher Harris

E-Content blogger, americanlibrariesmagazine.org

Amazon
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Apple and
publishers.

Library Is First Major Purdue Entity Named for African American

Purdue University students, staff, and officials gathered on the West Lafayette, Indiana, campus April 27 for the dedication of the Roland G. Parrish Library of Management and Economics, formerly the Management and Economics Library, located on the second floor of the Krannert School of Management. It is the first major Purdue entity named in honor of an African-American alumnus. Parrish, president, CEO, and owner of Parrish McDonald's Restaurant Ltd., a chain of 25 stores in north Texas, provided a \$2 million leadership gift to support the \$4.2 million renovation project.

"Roland's gift provided an important space that offers students an enhanced area to study and collaborate on projects," said Purdue President France A. Córdova. "We are grateful for his commitment to student learning."

Described as a prototype state-of-the-art library, the renovation was completed in three stages and includes team collaboration media stations, a multimedia production center, two semiprivate group-study rooms, and a business information mini classroom to support the accounting and finance curriculum. The 40-seat interactive learning lab contains a multiple smart board projection system, portable dry-erase boards, and a networked digital copy camera in a research-supported layout to facilitate greater interaction between student and instructor. The main area also consists of booth seating, café-style tables, a coffee and



(From left) Roland Parrish is joined by Jos N. Holman, president of the Black Caucus of ALA and county librarian at Tippecanoe County (Ind.) Public Library; James L. Mullins, dean of libraries, Purdue University; and Marcia Smith-Woodard, immediate past president of the Indiana Black Librarians Network and special services consultant, Indiana State Library, Indianapolis.

vending area, individual study carrels, and networked computers. In addition, the library contains the Undergraduate Management Communications Center to more closely integrate services for School of Management students.

"Purdue Libraries remain determined to redefine what a future world-class academic research library will be," said James L. Mullins, dean of libraries and Esther Ellis Norton professor.

Parrish's success as a Hammond, Indiana, high school All-American track-and-field star and state title winner in the 800-meter race led to a full scholarship to Purdue. He was the first student recruited by his mentor, Cornell Bell, into Krannert's then-fledgling Business Opportunity Program, designed to create a more diverse student body and to launch business and community leaders. Parrish made the

dean's list seven out of eight semesters.

"I've always enjoyed books," Parrish told the crowd. "I spent more time in the libraries than on the track during my time on campus. A lot of my rituals and routines centered around the library. Purdue helped me get where I am in life today, so I am honored to be in a position to help others achieve their dreams."

Parrish is also chair and CEO of the National Black McDonald's Operators Association, a 40-year-old organization with \$3.5 billion in sales and 1,400 restaurants. His company consistently makes *Black Enterprise* magazine's BE 100 as one of the top 100 black-owned businesses in the United States.

Praising the new facility, Jay T. Akridge, Purdue Glenn W. Sample dean of agriculture, said, "Learning is going to be very different in the Krannert building." —Pamela A. Goodes

Controversy in *Fifty Shades of Grey*

“Selection seeks to protect the right of the reader to read; censorship seeks to protect—not the right—but the reader himself from the fancied effects of his reading. . . . If we are to gain the esteem we seek for our profession, we must be willing to accept the difficult obligation which those ideals imply.”

—Lester Asheim,
“Not Censorship but Selection”
(*Wilson Library Bulletin*, Sept. 1953)

Last weekend I read the 2012 Vintage version of the *New York Times* bestseller *Fifty Shades of Grey* by E. L. James. I read it as a whole because I am tired of reading pseudo-reviews that count the number of incidents involving drinking, smoking, sex, and dirty words. (Of course, if some reviewers want to count—be my guest! The book has plenty.) If I were to write a review, I would say the book is way too long and the writing often mundane and clichéd.

Call it what you will—“erotica,” “mommy porn,” whatever—*Fifty Shades of Grey* has not been declared obscene or child pornography by any court of law. If libraries carry popular fiction—and classics, too, by the way—they have erotic content in their libraries already.

The Office for Intellectual Freedom continues to speak with librarians, other concerned community groups, and civil liberties organizations who are asking us what we plan to do now that some libraries are pulling this book off the shelves or refusing to buy it. Of course, many libraries are also responding to community requests to provide it—according to WorldCat, at 800 other libraries. For example, the Public Library of Cincinnati and Hamilton County, Ohio, has 1,500 requests and will be adding more copies.

The vast majority of reports OIF has had about the series echo this librarian’s email, which says that in 12 years of service at one library, “We had several requests for removing books from our shelves because certain patrons or groups found them offensive. We would explain to them that we were not in the censorship business and if they found certain materials offensive, they didn’t have to read them but they do not have the right to prevent others from doing so.”

Others have reported finding themselves in one of three dilemmas:

■ **Wanting to buy the book but fearing the blowback.** Do you provide a book-request form for your community? Many libraries have a policy to buy at least one copy when many patrons request a popular book. Such consumer demand can be a persuasive argument for acquiring any given book.

■ **Removing the book.** Even books weeded from libraries because they are old and unread are subject to review, and censored books are no exception. Take time to review your recall policy and process, and ask yourself if you are weeding the book as a convenient way to avoid controversy. You might also want to challenge yourself by taking the New York Library Association’s self-censorship test online.

■ **Deciding not to buy the book.** Some librarians are using the fact that E. L. James initially self-published *Fifty Shades* online as a reason not to purchase it. Any collection development policy prohibiting “self-published” materials probably needs to be revised in the

age of user-created content (e.g., YouTube, Khan Academy, Amazon .com’s kit to support new authors).

Where to turn

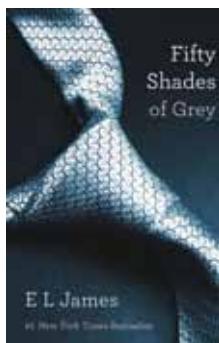
If you seek guidance, call OIF at 312-280-4220. We can pass on lots of information to prepare you and your library for potential problems if this series—or any other title—is challenged. We can tell you how many librarians have successfully met challenges like this, and in some cases can put you in touch with them. Many city attorneys do not specialize in First Amendment law, and we can also put you in touch with an attorney who does.

We also recommend consulting the *Intellectual Freedom Manual, 8th Edition*, in particular the “Challenged Materials” section. The *IF Manual* also contains information on how to write a good collection development policy—one that will

not contain such statements as “no erotica.” Remember: Most library collections already contain literature with erotic passages that are constitutionally protected for adults. Excluding all such sexually explicit material is censorship, plain and simple, and could cause legal problems for library management and the board.

There are many reasons for self-censorship, and one is fear. That is understandable now that library jobs are on the line everywhere. However, many of our country’s most distinguished librarians have dealt with challenged books and have been able to keep them on the shelves.

—Barbara M. Jones,
executive director of ALA’s
Office for Intellectual Freedom



An Academic Spring?

A successful protest against Elsevier's policies demonstrated that populist rebellions have a place within the information-sharing community.

On January 21, distinguished British mathematician Timothy Gowers posted to his blog his rationale for no longer submitting manuscripts, reviewing articles, or doing editorial work for journals published by Elsevier. Gowers faulted the corporation for high prices, bundling subscriptions in ways that made selection prohibitively expensive for libraries, and for supporting the Research Works Act (RWA), proposed legislation that would prohibit government agencies from requiring that publicly funded research be freely accessible within a year.

His message was simple, but measured: "I don't think it is helpful to accuse Elsevier of immoral behavior: They are a big business, and they want to maximize their profits, as businesses do," he argued. "The moral issues are between mathematicians and other mathematicians rather than between mathematicians and Elsevier. In brief, if you publish in Elsevier journals you are making it easier for Elsevier to take action that harms academic institutions, so you shouldn't."

In his post, Gowers wondered if a website could be created where other academics could signal their decision to no longer work with Elsevier's more than 2,600 journals, such as the *American Journal of Medicine* and *Acta Mathematica Scientia*. Within a couple of days, Tyler Neylon—who has a PhD in applied mathematics from New York University and is a cofounder of Zilla-byte, big-data start-up—established

Cost of Knowledge, a website where others could join the boycott by signing an online petition. And the names began to roll in: first dozens, then hundreds, and within a month thousands of signatories from around the world. By mid-May, more than 11,200 scholars had signed.

A cheeky Twitter protester, FakeElsevier, peppered the twitterverse with sarcastic humor and had gathered more than 2,000 followers before an Elsevier official tried to shut it down, making a trademark complaint that was later withdrawn.

In a letter signed by 34 mathematicians, the rationale for the boycott was explained more formally, stating that Elsevier was targeted because it "is an exemplar of everything that is wrong with the current system of commercial publication of mathematics journals."

Spring fever

Soon the movement caught the attention of the press, with stories appearing in *Forbes*, the *New York Times*, and other mainstream media. What made this action against one publisher such a cause célèbre?

There are several reasons:

- Gowers is a respected voice in his field and a recipient of the Fields Medal, equivalent in prestige to a Nobel Prize.

- He framed it as a problem that academics could solve simply—by making different choices.

- It was an articulation of widespread outrage among scientists at the audacity of the RWA, which Elsevier supported and which collapsed as soon as Elsevier withdrew its support. Scholars have grown accustomed to signing over copyright in exchange for publishing services.

Authorship is so fundamental to the way scholars think about contributions to knowledge that transferring copyright seemed a minor technicality. But when publishers told Congress that scholars' research was corporate property, describing it as "journal articles produced by private-sector publishers," its actual creators were infuriated. Treating their copyright so cavalierly suddenly seemed a big mistake.

- Finally, the RWA was introduced at a time when industries whose business model relies on restricting access to intellectual property overplayed their hand in Congress and met with strong public resistance, bringing to mind the rapid spread of support via social media for protesters in Tahrir Square and Zuccotti Park.

What was notable about the response to Gowers's original post was that academics were not just complaining about the situation, they were discussing practical solutions and sketching the outlines of a different future. As a February 4 *Economist* article put it, this signaled a serious resistance movement, suggesting that publishers could no longer count on the status quo, because "publishers need academics more than academics need publishers. And incumbents often look invulnerable until they suddenly fall. Beware, then, the Academic Spring."

For librarians who have been trying to raise awareness for years, this spring seems to be a late one. But if *The Economist* is right, this is a good time to get to work and use our talents and resources to support new modes of sharing knowledge.

—Barbara Fister,
librarian at Gustavus Adolphus
College, St. Peter, Minnesota

Haiti Rising from the Rubble

Two years after the earthquake that struck Haiti on January 12, 2010, vast numbers of Haitians are still struggling just to return to something resembling normal life.

The first thing you see in the capital city of Port-au-Prince is miles and miles of “Tent City,” as the temporary housing has come to be known, where thousands of people live under sheets of plastic, cook in the street, and have no provisions for sanitation other than rows of portable toilets. Rubble is everywhere; the Palais Nationale still stands in ruin.

While Haiti Library Relief dollars are making a difference, the need is so vast that the American Library Association has to focus this effort on specific sustainable projects that will advance the nation’s recovery from one of the largest natural disasters on record. ALA has raised \$55,000 for Haiti library reconstruction, and \$35,000 has already been disbursed to specific building projects.

Yet in the midst of all this, the Haitian American Institute, a school and cultural center with some 2,500 students, has broken ground for a new library building. The quake destroyed the campus’s historic library, but the collection—comprised of Haiti’s largest offering of English-language books for the public—was salvaged.

The Bibliothèque Nationale has received \$20,000 from ALA for a new library in Petit-Goâve, a coastal town 42 miles southwest of the capital that was virtually leveled by the quake. The Haitian foundation FOKAL (Fondation Connaissance et Liberté) has received \$10,000, which was used to purchase property for the construction of a new facility for the Centre Culturel Pyepoudre Library in Port-au-Prince.

FOKAL—part of Open Society Foundations, funded by philanthropist George Soros—recently opened the Darbonne Library in Léogâne, which was at the epicenter of the quake and roughly 90% destroyed. The small Darbonne Library cost some \$110,000 to construct. Estimates for what it will cost to build a library adequate to meet the needs of the much larger population of Petit-Goâve run upward of



FOKAL supported construction of the new Darbonne Library in Léogâne, epicenter of the 2010 earthquake.

\$300,000. Bibliothèques Sans Frontières, a French NGO that builds libraries, is taking a similar approach and has opened several libraries.

The National Library oversees the public library in Petit-Goâve, and its representatives are eager to rebuild. But while they try to raise funds, the library’s already meager collection languishes in cardboard boxes in a leaky room in the local police station. This same situation exists in several other towns, where libraries were leveled or rendered inoperable.

Michael Dowling of ALA’s International Relations Office leads the ALA efforts in Haiti. And Deborah Lazar, a librarian in the New Trier High

School in Northfield, Illinois, is also raising money for Haiti Library Relief and for a private school in Petit-Goâve that is trying to rebuild.

During a 100-day campaign, from October through January, generous library supporters contributed \$6,999.95 to the ALA Haiti Library Relief Fund in support of the destroyed Petit-Goâve Public Library. Lazar had offered to match ALA’s fundraising up to \$5,000 during this period, but when she heard how successful it was, she agreed to increase her match dollar for dollar—including an extra 10 cents, she told *American Libraries*, to make it come out to an even \$14,000.

Lazar said she is “thrilled and thankful” that contributions exceeded the match. The amount raised during the 100 days will go toward renting a temporary building and acquiring furniture and computers for the library, Dowling said. He added that it could take as long as two years for a brand-new building to be completed.

“It is urgent to address the concerns of young people in Petit-Goâve who are eagerly awaiting the reopening of the library,” Petit-Goâve Library Director Jean Midley Joseph said.

Along with Katie Nelson, librarian at Carleton W. Washburne Middle School in Winnetka, Illinois, Lazar will be hosting “We Read for Haiti” read-a-thons. She also maintains the Rebuilding Haiti’s Libraries: Rebuilding Dreams website.

To contribute, please visit Haiti Library Relief at ala.org/iro.

—Leonard Kniffel



Scan this code or visit americanlibrariesmagazine.org for a full slideshow of pictures from Haiti, as well as a video of sights and interviews.

New ADA Rules Take Effect

On March 15, 2012, updates to the Americans with Disabilities Act of 1990 (ADA) went into effect. The new standards—known as the 2010 ADA Standards for Accessible Design—focus specifically on creating wayfinding signage for those with visual impairments.

The good news is that libraries are already doing well in compliance from a technology standpoint, providing patrons with visual impairments with text-manipulation software and closed-circuit televisions to enlarge print. The better news is that these new standards offer more guidance in making traditional wayfinding signage more patron-friendly.

There are an estimated 21.5 million American adults who reported they are either blind or have difficulty seeing, even with glasses or contact lenses, according to the

American Foundation for the Blind, which cites a 2010 National Health Interview Survey Preliminary Report.

Non-glare finish

Fatima Kukaswadia is one of those who will benefit from the standards. A senior business and economics major at North Park University in Chicago, Kukaswadia is legally blind. Signs that normally help patrons navigate through the stacks are not as simple for Kukaswadia, who has a rare genetic disease known as achromatopsia. The vision disorder prevents her from driving, seeing in color, and reading the whiteboard in her classes.

Kukaswadia told *American Libraries* that reading signs with glare is difficult. “I also have difficulty tolerating bright light and am forced to close my eyes when there is too much of it,” she said.

The new ADA standards will help Kukaswadia, because they require a non-glare finish on all signage and recommend a 70% contrast between the sign background and lettering. To meet the 70% guideline, the ADA provides a formula that uses light reflectance values to determine contrast. The formula was published in the 2002 amendment to the 1991 standards (Appendix, 4.30.5).

“My eyes can easily pick up objects that are in high contrast,” Kukaswadia said. “I can usually read a sign with lettering that is highly contrasted to its background.” For example, she explained, red or black text against a white background is easily viewable, but red on a black background is not. (As a general rule, think “dark on light” or “light on dark.”)

Visual and tactile

The new ADA standards include several differences from the 1990 rules, which became enforceable in 1992. Perhaps the most noticeable change is the recognition that signage created for the visually impaired needs to accommodate those who read by sight, those who read Braille, and those who read raised characters—particularly because only an estimated 10% of all people who are blind read Braille.

“The raised characters are very important to people who have become blind later in life, who have lost finger sensitivity, or who just never learned,” Sharon Toji told *American Libraries*. Toji is owner of Access Communications, an ADA consulting firm, and a voting member of the American National Standards Institute (ANSI), the organization that set the new ADA standards.

ACCESSIBILITY TIPS

Libraries remodeled or newly designed after March 15, 2012, must comply with the updated rules. For all other libraries, there are steps that can make existing signage more patron-friendly. The tips below, and others, can be found on the ASCLA website.

- Use nonpermanent signs with low-glare and high contrast for visual readers who are legally blind;
- Ensure all signage is placed in well-lit but not overly bright areas;
- Enlarge the font on call number signs located at the end

of each bookshelf;

- Train library staff to assist readers with visual impairments when necessary. This includes:
 - Offering to guide patrons to their intended destinations;
 - Offering a variety of resources, including print, electronic, Braille, audiobooks, music, and text-enlargement software.

For more information about how to make your library more accessible, see the ASCLA tip sheets. You may also want to attend the 90-minute “Serving Blind and Visually Impaired Patrons at the Library” workshop June 13, sponsored by ALA Editions.

Characters used in signs produced under the 1990 rules “had to do double duty for visual and tactile readers and were an unfortunate compromise,” Toji said. Tactile letters had no requirements for stroke or character width, and they were often much too bold and sometimes highly condensed. “They really were not very readable by touch and were almost invisible to many visual readers who are blind,” Toji said.

New signage must now include large, bolded characters in both upper- and lowercase (for those who read visually) and thin, beveled, and widely spaced lettering (for tactile readers). Additionally, those who are legally blind but read visually benefit greatly from no-glare, high-contrast signage.

And if a location normally requires visual and tactile characters, that area must now have either two separate signs or one sign with both visual and tactile characters—with each meeting its own set of standards. Before this change, it was acceptable to have signs with a combination of visual and tactile elements without either meeting any usable standard.

Next steps

Going forward, Toji said she would like to see better rules on glare and contrast in the next set of standards. (ANSI will have committee meetings to set the next ADA-accessible design standards beginning in August.) She also wants to add new requirements for video phones and wants to have induction-loop equipment hardwired in library buildings. The equipment would transmit sound free of distracting background noise to patrons who wear a hearing device.

Meanwhile, Kukaswadia said she is “excited about these new changes. The library already does a great job providing me with the

technology I need, but having signs I’ll be able to spot right away will make it that much easier to find what I’m looking for.”

E-reader access, too

Some six weeks after the ADA rules about accessible design went into effect, four Free Library of Philadelphia (FLP) patrons who are blind filed suit against the library for failing to accommodate people with low vision by only lending Nook Simple Touch e-readers to users who are 50 and older.

The lawsuit asserts that the Nook Simple Touch’s lack of a text-to-

speech or Braille function places FLP in violation of the ADA as well as the Rehabilitation Act of 1973. In 2010, the Justice and Education Departments cautioned college and university officials to provide adaptive e-readers when incorporating ebooks into coursework.

“Libraries have a legal obligation to serve their blind and print-disabled patrons,” National Federation of the Blind President Marc Maurer said May 2.

—Liz Humrickhouse,
reference and instruction librarian,
North Park University, Chicago

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Are Harvard's Realignment Throes Unique—or a Cautionary Tale?

Harvard University Library (HUL) is poised to launch a massive reconfiguration of its services in July. New reporting structures usually trigger anxiety in any work setting, so the mandated realignment of 73 libraries into streamlined reporting structures and shared services was bound to create a stir. Despite a series of communications from Harvard officials since January, campuswide worries about the fate of the library system and its staff have not eased.

More than two years on the drawing board, the reorganization plan stems from a 2009 Library Task Force report that recommended reforms to strengthen HUL so it could “move forward effectively in the face of technological change and financial challenge.” The report noted that “even during the recent years of endowment growth, the libraries struggled to collect the books, journals, and other research materials.” (According to the June 26, 2011 *US News & World Report*, Harvard’s \$26 billion endowment in 2009 topped all private college and university endowments.)

To implement these changes, the report emphasized a path that many libraries have taken in recent years—access to materials over ownership: “Harvard libraries can no longer harbor delusions of being a completely comprehensive collection, but instead must develop their holdings more strategically.” It also recommends centralizing library policies such as collection development and borrowing guidelines, and states that “strategic investments in



The largest of Harvard’s 73 libraries, Widener Library displays the university logo—emblazoned with the word “veritas”—in 2007 to honor President Drew Faust’s induction.

human capital must be made to achieve these objectives and reforms.”

In January, HUL Executive Director Helen Shenton gathered library employees at a town hall meeting to say, in part, that the reorganization would require fewer workers and that the administration would pursue “a range of options—some voluntary, some involuntary” to reduce staffing. Several weeks later, 280 library staffers—all 55 or older and with at least 10 years’ service—received early retirement offers, with the stipulation that they accept by April 2. Library officials announced May 9 that 63 people, or 23% of those eligible, were taking early retirement; if all 280 had participated, HUL would have shed approximately one-third of its 930-member workforce, which has already been reduced from roughly 1,300 since 2003.

“Harvard’s intention for the early retirement program was twofold: to help facilitate the library transition while providing eligible staff with the choice of an enhanced early retirement option,” HUL Director of Communications Kira Poplowski told *American Libraries*, noting that library officials are continuing to meet with librarians, faculty, and administrators campuswide “to assess the needs of the new library organization.”

Emphasizing the goal of universitywide collaboration, Harvard Provost Alan M. Garber said in an open letter February 10, “The new Library will harness both the power of a unified Harvard and the distinctive contributions of the Schools, which will retain responsibility for work that requires deep knowledge of research, teaching, and learning needs within their respective domains.”

The reconfiguration will cluster Harvard's 73 libraries into five affinity groupings (Professional School Libraries, Physical and Life Science Libraries, Humanities and Social Sciences Libraries, Fine Arts Libraries, and Archives and Special Collections), supported by four Shared Services units (University Archives, Access Services, Technical Services, and Preservation, Conservation, and Digital Imaging).

Lisa Carper, cataloging assistant at Tozzer Library, is one of the few library staffers to speak out publicly. "We need all the steps taken toward forming the new Harvard Library to be done with the utmost knowledge and care by the people who have the most invested in the outcome and who have the expertise and experience to do it right," she wrote February 16 in an open email addressed to the transition team. Carper also wrote that those most qualified "are terrified and uninformed about what is happening and threatened with losing their jobs."

A March 19 email from the Harvard Union of Clerical and Technical Workers (HUCTW) to members offered assurances that HUCTW would "present and discuss important themes that have arisen among the staff, in particular the fact that Harvard's libraries are severely understaffed and that further staffing reductions pose threats to the integrity of the Library."

Library workers have also received moral support from faculty and students, who have conducted protest marches and written op-eds in the student *Harvard Crimson*. Additionally, members of Occupy Harvard reached out to alumni donors, conducting a call-a-thon asking them to join the protest; in one posted email, retired English Professor A. Abbott Ikeler cautioned Harvard President Drew Faust, "To dismiss outright, rather than retain and if necessary retrain, numbers of

long-serving, hard-working library employees strikes me as an exercise perhaps worthy of a jumped-up, for-profit organization—certainly not worthy of America's foremost university."

HUL's Poplowski added that its "full roster of key library projects" also included the April 24 release of more than 12 million catalog records, representing almost all of the 73 libraries' metadata, in the hope that other institutions will follow suit, and an April 17 declaration by the Faculty Advisory Council advocating scholarly publication in open-access journals over increasingly high-priced traditional channels.

Also sure to impact the library is the \$60 million partnership announced May 2 between Harvard and MIT to offer MIT courses on edX, an open-source software platform to which anyone with an internet connection can log in for free.

Purse strings and paradigms

Harvard is certainly not alone in pursuing such an ambitious agenda—or in finding resistance to its plan.

Among the academic libraries undergoing a paradigm shift is the University of California at Berkeley. Tom Leonard, university librarian, was candid in an April 16 letter to the UCB campus about the trigger for his library system's reorganization: "With the loss of public funding at Berkeley over the past four years, the Library has lost over 70 budgeted staff, equivalent to more than 20% of our budgeted positions. Assuming relatively stable future budgets, we still need to reduce our workforce over the next three years, via attrition, by approximately 20 FTE to meet budget goals."

Campuswide worries about the library's fate have not eased, despite assurances from administrators.

Leonard was conducting an online survey of campus members in May to determine which of two committee-formulated reconfiguration options is preferred, and stated that a decision would be made public in July, with a 1–3 year implementation scheduled to begin in the fall. According to the May 4 *San Francisco Business Times*, survey questions probed how patrons tend to use the library—as a quiet study location, as a repository of materials, or as the place to find librarians with subject expertise. The survey came several months after members of the Occupy movement held a study-in at UCB's Doe and Anthropology libraries to demand longer library hours.

A December 2011 SPEC Kit called Reconfiguring Service Delivery, from the Association of Research Libraries, documents how a number of other North American universities have consolidated operations as institutional service philosophies—and financial realities—have changed. It also notes that the amount of patron input into such changes varies "because some of the reconfigurations were mandated by physical or financial situations beyond the control of the library."

As the libraries of Harvard and UC Berkeley navigate academe's shifting paradigms, new challenges are already looming. *New York Times* columnist David Brooks noted May 3 that Harvard and MIT's edX online-course portal will join initiatives at Brigham Young and Stanford universities, which have already offered distance education to hundreds of thousands. The as-yet-unanswered question, of course, is how the movement toward a global networked campus will further transform academic libraries.

—Beverly Goldberg

Advocates Converge at the Capitol for National Library Legislative Day

Concern over federal and state budget cuts to library programs motivated Georgia State Librarian Lamar Veatch to make his 15th annual trip to Washington, D.C., for National Library Legislative Day (NLLD). In fact, Veatch asserts, coming to D.C. is a big part of his commitment to librarianship. “My job is to represent libraries, and it’s a part of my professional responsibilities to do this,” Veatch said. “If I’m in Washington, I might make a difference.”

Veatch joined more than 350 librarians and library supporters who met face-to-face with members of Congress and their staffs to discuss key library issues April 23–24 at NLLD. Sponsored by the American Library Association, NLLD is designed to afford grassroots library boosters the opportunity to advise congressional lawmakers about why it is essential to save funding needed for libraries and library services.

Those who made the trek to the nation’s capital were joined April 24 by advocates participating in ALA’s Virtual Library Legislative Day. Locally based participants had ready access to contact information for their elected officials through the Association’s action alert gateway, and ALA encouraged advocates to phone and/or email their state’s congressional members during the entire week of April 23–27. Advocates outside the Beltway reported sending more than 300 messages to Congress that week



Georgia State Librarian Lamar Veatch (right) gets the attention of Tom Dorney, legislative assistant to Rep. John Lewis (D-Ga.). Photo by Jacob Roberts.

through ALA’s Capwiz interface.

While in Washington, Veatch met with representatives from various members of Congress from Georgia, including the offices of Reps. Austin Scott, John Lewis, and Rob Woodall, as well as Sens. Saxby Chambliss and Johnny Isakson. Veatch discussed appropriations funding,

specifically for the Library Services and Technology Act and the Elementary and Secondary Education Act.

Veatch thinks of his role in Library Legislative Day as an opportunity to create more library supporters.

“I try to make that connection to libraries for legislators,” he said. “It’s important to keep the role and use of libraries in the minds of decision makers. They need to be aware that libraries are important institutions. Libraries are efficient in the services they provide, but they need more funding to be effective in

the community.”

Over the years, NLLD has also given ALA an opportunity to thank elected officials who have steadfastly championed support for libraries at the federal level. This year, ALA’s American Association for School Librarians bestowed its highest advocacy honor, the Crystal Apple, to Sen. Jack Reed (D-R.I.).

Library advocate Louis “Buzz” Carmichael, a member of the Lexington (Ky.) Public Library board, was also recognized during NLLD with the White House Conference on Library and Information Services Taskforce Award for his commitment to supporting the nation’s libraries.

—Jazzy Wright,
press officer, ALA’s Washington Office

“It’s important to keep the role and use of libraries in the minds of decision makers.”

Georgia State Librarian Lamar Veatch



See a photo essay from National Library Legislative Day on americanlibrariesmagazine.org.

Parents Protest Digital Library Titles

Materials accessible through a commercially packaged virtual library offered at schools in Hillsborough County, Florida, have drawn criticism from parents because of the titles' alleged graphic content.

A pilot program in Hillsborough County Public Schools (HCPS) provides access to myON—a library of enhanced digital books that recommends titles based on student interests and reading levels. HCPS has offered it at school and home to some students for two years, and is currently rolling out the service districtwide.

Parents Kelly and Mike Neill protested when their 7-year-old son described details about a murder that he read about through the sys-

tem. The couple also objected to stories their son accessed about urban legends and witchcraft.

Todd Brekhus, president of Capstone Digital, the company that offers myON, said in the April 18 *eSchool News* that the books the parents objected to were intended for 5th grade and above, although the company hadn't seen the need to restrict the content.

"Other parents might not have a problem with this, and that's fine; it's their choice," said Mike Neill. "But this site doesn't give us a choice."

Parental controls are coming, however. An FAQ on myON's website promised the feature by the end of 2012. In the meantime, the company has introduced filters that dis-

play search results appropriate to a student's grade level in school. The district has restricted elementary students from viewing the books the Neills objected to, although they are still available for middle school students.

Despite his objections, Neill said he saw the good in myON and has found many books he likes for his son. And Brekhus said that students had read a quarter-million books through the myON system in just a few months.

"I don't want this to outweigh the positive information here," said Brekhus. "And that's that 2,200 titles are in the homes of Hillsborough County school kids. These include houses that don't have many books now." —Greg Landgraf



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PLA 2012: Powerful Advice, Practical Solutions

Admit it: You snag free books and party at receptions. But who would come to PLA 2012 if there weren't also meaningful programs, new products, great speakers, and networking opportunities? At ALA's Public Library Association (PLA) National Conference in Philadelphia March 13–17, more than 6,000 attendees packed meeting rooms and the exhibit hall for all of the above. The 180 continuing education programs ranged from e-content and community engagement to building successful programs and websites.

The conference featured two days of preconferences and four days of programs that included “Book Buzz” and “Book Buzz Junior,” educational tours, and author events. There were 2,500 exhibitors representing nearly 400 companies.

Speakers

Robert F. Kennedy Jr., environmental business leader, advocate, and author, opened the conference. His talk outlined current environmental problems and their possible solutions. He urged attendees to examine ways in which they could move from carbon-based energy to renewable resources—which he characterized as “clean, cheap, green, wholesome, patriotic fuels.” After the event, librarian and author Nancy Pearl interviewed Kennedy about the influence of books on his life.

Pearl also moderated a panel of publishers to a packed auditorium audience at “Book Buzz,” her popular event that has highlighted some of the best new adult titles at PLA conferences since 2006.

New to the Philadelphia conference—the ALA division's 14th—was the PLA Unconference. Participants joined librarian, blogger, and *American Libraries* contributor Chrystie Hill in an organic, spontaneous event, sharing and discussing ideas relevant to their libraries and communities, and networking along the way.

Sessions

With costs rising and budgets shrinking, how can libraries acquire the e-content that patrons

want? (See the latest comments about the Association's ongoing discussions with ebook publishers and distributors online at americanlibrariesmagazine.org/e-content.) A panel of four speakers from the library and publishing spheres offered a slew of options libraries and librarians can pursue at “Getting E-Content to Your Customers: Challenges, Best Practices, Solutions.” The possibilities presented range from protesting, boycotting, and litigation to forming partnerships with authors and other libraries.

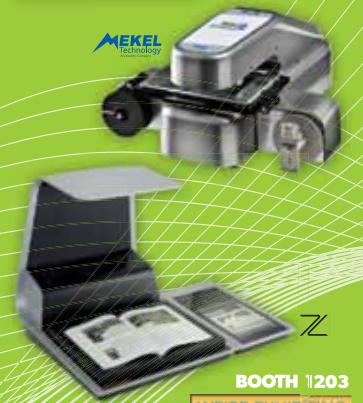
“Goodbye, Big Six [publishers],” TAP Information Services CEO Tom Peters predicted. “You can quote me in 10 years. Their market share is going.” He suggested that libraries stop worrying about how to get publishers to provide better terms on ebooks and start forming partnerships with online-focused companies like Apple, Amazon, and Google. The future will not be fighting with publishers about terms under which libraries can lend e-content, he said, but reaching the 90% of the world's population that has access to a mobile phone.

Library Renewal President and CEO Michael Porter said libraries need new infrastructures that are highly functional, renewable, and honor their mission to provide information to the public. “Let's be in control and within budgets,” said Porter, who is also an ALA Executive Board member. He said the path to success involved doing research, developing relationships, forming partnerships, and creating solutions—recommendations that also constitute the main actions of Library Renewal.

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As sales manager for Dzanc Books, Lisa Long Hickman said she appreciates the role libraries play in selling books. “You’re part of our sales force,” she said, noting that 50% of book purchasers first read the author’s work in a library. That is why Dzanc Books offers ebooks DRM-free and on multiple platforms and allows their availability for loan, one copy at a time, on an unlimited basis.

Library consultants and impromptu comic duo Joan Frye Williams and George Needham served up laughs while delivering tips on how to measure and take action on community input at “Tell Me Something I Don’t Know: Meaningful Community Engagement.”

Williams stressed that libraries can’t afford to guess what people want, and demographics and satisfac-

tion surveys just don’t provide the data needed to take action and change a library. Instead, Williams suggested targeting people who represent others, such as community leaders, politicians, and other movers and shakers. “Ask them questions [about things] they already know about: What’s great about this community, and if you could change one thing about this community what would it be?” she advised. Steer clear of questions that require simple yes or no answers, and share the questions with your participants ahead of time, she added.

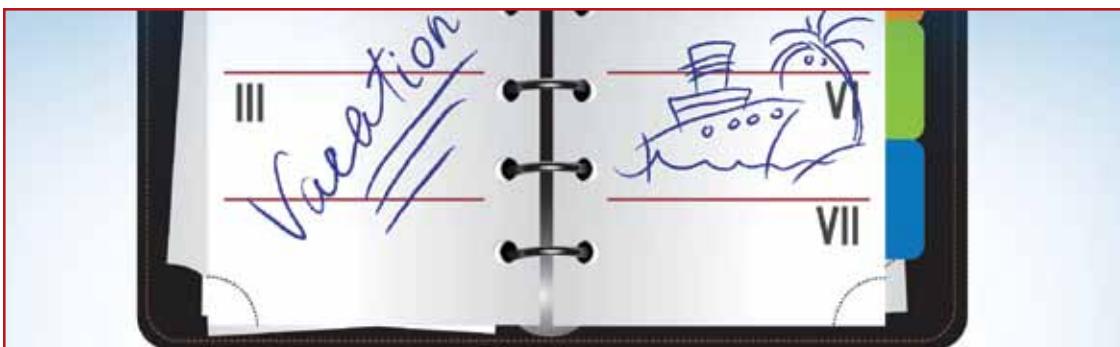
“This isn’t the place to explain how libraries work. We have to listen, not tell,” said Needham. And even though you listen and do so gracefully, he said, you don’t have to accept everything that’s said and implement all ideas. By listening,

you will find that some concepts generate enthusiasm, which helps sustain engagement.

“It’s not something you do once, put it in the hopper, and never do again,” he said. It is a continual process of asking questions, listening, and processing.

Actor and comedian Betty White closed the conference with a standing-room-only audience during an interview with PLA Publications Assistant Editor Brendan Dowling. She shared stories of her passion for animals as well as her career as both a writer and performer. White drew applause from the audience when she emphasized the importance of libraries as foundations for learning.

The next PLA biennial conference will be in Indianapolis March 11–15, 2014. —Laurie D. Borman



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ARL Meets in Chicago

The Association of Research Libraries (ARL) met in Chicago May 2–4 for its 160th Membership Meeting. The group meets twice a year in the spring and fall to review its finances, activities, projects, and priorities, and to allow its committees to convene. Founded in Chicago in 1932, ARL’s membership now consists of 126 academic, public, and government libraries in North America that are distinguished by the breadth and quality of their collections and services. With headquarters in Washington, D.C., ARL Executive Director Charles Lowry and a staff of 20 work on public policy issues, scholarly communication, transforming research libraries, statistics, and the collective interests of its members.

The Chicago meeting was attended by representatives from 114 of the organizations, as well as 27 Research Library Leadership Fellows—participants in a program similar to ALA’s

Emerging Leaders that exposes library staff with the potential for leadership at ARL libraries to themes and institutions that can enhance their preparedness.

The Digital Preservation Network

Attendees were prepared, focused, and engaged, especially University of Virginia Vice President and Chief Information Officer James L. Hilton, whose enthusiasm for the recently established Digital Preservation Network (DPN, pronounced “deepen”), a federation of universities intent on securing the long-term preservation of the digital scholarly record, was infectious. The amount of born-digital data and documents doubles every year, Hilton said at a session about DPN. He hammered home the fact that only universities, not private industry, can solve the problem of preserving born-digital data and making it accessible to future generations. “Universities last for centuries,” he said. “Companies do not.”

“The data and metadata of research and scholarship are susceptible to multiple single points of technical, political, and funding failure,” Hilton said. “This can be avoided if all data is preserved across diverse software, organizations, nations, and politics.” DPN aims to achieve this by setting up replicating nodes at different institutions and providing scalability (ensuring that the system can capably accommodate an ever-increasing amount of data).

“The problem is too large for just libraries to handle,” added Indiana University Bloomington Dean of Libraries Brenda L. Johnson. “The presidents of universities must be on board with this.” Hilton had made the pitch to university presidents April 15 at the Association of American Universities meeting in Washington, D.C., with encouraging results.

By the end of Hilton’s presentation, several attendees seemed eager to go back to convince their administrations to buy into the program, which asks for a \$20,000 initial commitment to help fund project software. As Hilton quipped, “The Golden Rule is: Those who show up with the gold, rule.”

Open scholarship

A panel convened by University of California, San Diego, Director Brian E. C. Schottlaender explored the challenges to disseminating scholarly research openly and swiftly on a global scale. University libraries are increasingly asked to serve as central repositories for all data generated by their institution’s faculty, and thus play a role as research gatekeepers.

One panelist was Parminder



Northwestern University Music Librarian D. J. Hoek entertains on the piano at the Newberry Library reception.

Raina, professor of clinical epidemiology and biostatistics at McMaster University in Hamilton, Ontario, who described his work on the Canadian Longitudinal Study on Aging (CLSA), which aims to gather genetic, physical, health, lifestyle, cognitive, and psychosocial data from some 50,000 men and women between the ages of 45 and 85 over the next 20 years.

The world's population is aging due to declining fertility rates and increasing longevity, Raina said, but specific characteristics often vary from region to region. The CLSA study decided early on to share its data openly with researchers in other countries in order to "ultimately improve the health and well-being of the population of the world."

Privacy issues had to be thoroughly addressed because the study is preserving data on individuals as well as in the aggregate. The team decided to share only aggregate data with private-sector researchers, and public-sector institutions would only be provided with access to the narrow parameters of personal data specified in their research request. Researchers have to return the data when their studies are complete, Raina said, along with any additional information that the new research uncovers.

Other sessions

Susan Hildreth, director of the Institute of Museum and Library Services (IMLS), described the IMLS Museums, Libraries, and 21st Century Skills initiative, which is one of the organization's key goals over the next four years. Along the way, she noted a few new activities that IMLS is involved with, among them:

- Connect to Compete, an FCC partnership with big cable companies to offer broadband internet service for \$9.95 per month to homes with children who are eligible for free school lunches.



James L. Hilton (left), vice president and chief information officer at the University of Virginia, talks with James L. Mullins, dean of libraries at Purdue University.

- US Ignite, a White House initiative scheduled to launch May 23 that will promote US leadership in developing applications and services for ultra-fast broadband and software-defined networks.

- The Digging Into Data Challenge, an annual competition to promote innovative humanities and social science research using large-scale data analysis.

Hildreth also mentioned that President Obama's proposed FY2013 budget for IMLS is the same as this fiscal year's (\$232 million), of which \$185 million is earmarked for grants and other support to libraries. "But in Washington," she added, "a status-quo budget equals success."

Attendees also participated in a workshop on "Transforming the Research Library Workforce," in which they considered four possible future scenarios developed by a team of ARL Research Library Leadership Fellows. One scenario involved the closure of many universities following the recent Great Recession, with their teaching functions replaced by automated online courses; however, they continue to serve free-agent research entrepreneurs contracting with private companies by selling access to university data analysis labs

and storage.

Believe it or not, that was not the bleakest scenario.

The meeting's final session looked at 21st-century research library collections, which involve more collaborative collections and shared infrastructure among institutions. Wendy Pradt Lougee, university librarian at the University of Minnesota, described her multidimensional model as a new rubric that includes a balanced collection portfolio for local use, a search for new collection forms and formats, expanded stewardship of institutional resources, content development that ensures discovery on the web or elsewhere, and collection sharing on a global level.

Evening entertainment was provided at the Newberry Library, which hosted a reception and opened up two of its current exhibits to ARL attendees. A virtuoso piano performance was provided by Northwestern University Music Librarian D. J. Hoek.

ARL President Winston Tabb, dean of university libraries and museums at Johns Hopkins University, announced that the 161st Membership Meeting would take place in Washington, D.C., October 9–12.

—George Eberhart

GLOBAL REACH



THE WORLD 1

The OpenNet Initiative has been documenting internet filtering globally since 2003. Since that time, the number of countries found to be engaging in the censorship of online content has increased dramatically. In early 2010, it estimated there were more than 500 million internet users residing in countries that engage in the systematic filtering of online content. In 2012, that number has increased to over 620 million.—*OpenNet Initiative, Apr. 3.*

CANADA 2

The Canadian government is eliminating a series of libraries and archives throughout different departments as part of the latest budget cuts. Library and Archives Canada plans to lay off 20% of its workforce, and libraries in the transport, immigration, and public works departments will be eliminated, an alarming prospect for researchers.—*CBC News, May 2.*

MEXICO 3

US Ambassador to Mexico Earl Anthony Wayne celebrated the 70th anniversary April 26 of the Benjamin Franklin Library in the American Embassy in Mexico City. The library was established in 1942 to promote friendship and understanding between Mexico and the United States by providing access to information on their bilateral relationship.—*US Embassy, Mexico, Apr. 27.*

ARGENTINA 4

Raúl Lemesoff, an Argentine art-car artist, has taken a 1979 Ford Falcon that used to belong to the armed forces and turned it into a "Weapon of Mass Instruction" (Arma de Instrucción Masiva). Armed with 900 or so privately donated books, Lemesoff travels the streets of Buenos Aires in the tankmobile offering free books to all.—*MAKE: Blog, Feb. 29.*

SPAIN 5

Catalan Government Railways has teamed up with Random House Mondadori, the Spanish subsidiary of publisher Random House, to let passengers read the first chapter of selected ebook titles. In the first phase of the program, the railroad has added signs

with QR codes to trains running in Baix Llobregat, a county on the coast of Catalonia. Passengers scan the codes and are directed to an RH website where they can read from one of 40 titles made available.—*The Digital Reader, Apr. 19.*

UNITED KINGDOM 6

A 7th-century gospel discovered in a saint's coffin more than 900 years ago is the oldest-known European book to survive fully intact, and it was acquired in April by the British Library for £9 million (\$14.4 million US). The manuscript copy of the Gospel of St. John, called the St. Cuthbert Gospel, was produced in northeast England and placed in the saint's coffin on the island of Lindisfarne, probably in 698. The manuscript features an original red leather binding in excellent condition.—*The Guardian, Apr. 17.*

ROMANIA 7

The new National Library opened its doors in a monumental building in Bucharest on April 23, more than 20 years after its foundations were laid under the former Communist regime. Shortly after dictator Nicolae Ceaușescu was overthrown in 1989, construction stopped because of a lack of funds. Work resumed in March 2009, and the new facility will ultimately hold some 12 million volumes.—*Agence France-Presse, Apr. 23.*

MALI 8

The head of UNESCO has appealed to countries in North Africa to be on the alert for anyone attempting to sell ancient manuscripts. Director-General Irina Bokova said there were reports that since April 1 rebels have overrun and looted depositories containing thousands of ancient books and documents in Mali's historic city of Timbuktu.—*UN News Service, Apr. 16.*

JAPAN 9

The Nippon Foundation seeks applications for its Book Donation Project 2012, "100 Books for Understanding Contemporary Japan." Libraries are invited to apply for a donation of up to 100 highly informative English-language books on contemporary Japan by September 14.—*www.nippon-foundation.or.jp/eng.*

NEWSMAKER: BRIAN BANNON

Brian Bannon has had a whirlwind introduction as the new commissioner of Chicago Public Library. He succeeded longtime commissioner Mary Dempsey—who had been at the helm for the past 18 years—and came to Chicago in March from San Francisco Public Library, where he was the chief information officer. In his new capacity, Bannon has been meeting with senior staff and, on weekends, exploring neighborhood libraries, sometimes going incognito to learn more about how the branches work. Bannon talked with *American Libraries* about his first few months on the job, the recent controversy over staffing cuts and reduced hours, and about his vision for the future of CPL and its use of new media.



What are your plans for budget and collections? Libraries are not unique in that we are large organizations that serve many people with a broad range of needs. We need to be clear about why we exist, who we serve, and then prioritize that service. Some of the work we're doing on our senior team is answering those questions for ourselves. And those are really tough questions. A mistake some folks make is they say, "Well, we serve everyone." And they use that as an excuse to not have discipline to really understand who they serve.

What have you learned since you've been at CPL?

BRIAN BANNON: Chicago has a great reputation in the library community for having strong libraries and having innovative programming. It's great to come into an organization that cares about the work. We have some great opportunities for growth. New media provides insight into where libraries are headed. What I've seen with the first stab at new media integration in some of our branch libraries reminds me a lot of what was going on 15 years ago, or longer, when libraries introduced basic public technology. Our tendency then was to create special little rooms where we put computers and have all these barriers to getting in to access the technology because it was a special new shiny thing. What we found long term is that public technology needs to be integrated into the fabric of the library and that you have to build systems around getting people signed up and using it. One of the things that has come up in the cultural plan is how we can better use our

libraries as a performance and arts space for exhibitions. I learned in San Francisco that it takes just the right idea during the design process; it doesn't usually take extra money. One neighborhood library was heavily used for performance and arts. At some of our community meetings, there were basic suggestions about how installing power-outlet bars in the ceiling would allow people to clip lighting in for a black box theater.

How do you convey to an economically weary public or library staff that this is a necessary step?

What I'm talking about is quick and dirty—a group of people get together for an afternoon, walk through the building, and talk about the additional things they'd like. It's like a "lessons learned" type of thing. It includes more voices in that discussion. The branch prototypes in Chicago are big, open, flexible buildings. This takes a look at what's called the functional building program. This is not redesigning a building.

There's been a lot of transition at CPL with staffing levels and hours being cut. The ball was already rolling by the time you arrived. What do you make of all these changes? This is a national issue. We've been through a tough economic moment, and libraries are not alone in the struggle of how to survive in tight times. We've weathered the storm well in Chicago in that we continue to see our circulation go up. We've continued to see the number of folks who walk through the door go up. I'm hopeful we can have some good news in the coming months about our hours. But at this point, I'm in study-understand mode. Even with in this belt-tightening moment, there are some opportunities that we're really excited about. ■



Scan this QR code using a smartphone reader app or visit americanlibrariesmagazine.org to read the extended interview with CPL Commissioner Brian Bannon.

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How the World Sees Us

"The problem is, Google aspires to know everything. Knowledge is control. Give Google the right search terms and almost anything known will soon be on your computer screen. Now much mail is 'Gmail'—living on Google's servers. Google offers online office programs and storage of your private and business documents. Our privacy is in many ways determined by the benevolence of Google. Woe to us when Google goes bad."

Dennis E. Powell, "We'll Miss Libraries When Google Takes Over the World," *Athens (Ohio) News*, Apr. 22.

"Everyone should hire librarians. Every time you hear about budget cuts and cutbacks on hours, it seems like our libraries, and librarians, are the ones suffering. But these places, and these people, must be the most helpful, the most informed, and the most knowledgeable resources on the planet. If they hired librarians to be clerks at the DMV, everyone would get their license plates on time and walk out of the office looking forward to renewal time. If librarians ran health care, people might still get sick, but not tired."

Jeff Rundles, "The Library and Customer Care," *Colorado Biz*, Apr. 1.

"The fact is that well over half the ebooks currently available can be read at no cost whatsoever, and most of the rest are available at prices so low as to unlikely challenge any but the most destitute among us. And this raises some very real questions about the continued value of the 'free' lending library in the age of the ebook."

LSSI Vice President Steve Coffman, "The Decline and Fall of the Library Empire," *Searcher*, April

"Since the future is already here, we can see that many publishers are placing bets on a declining library market. I think that's the prudent thing to do. The evidence for this is that librarians keep telling us that their budgets are shrinking. I sometimes wonder if librarians understand that they are making a strategic mistake: By talking about their money woes, they reduce their clout with publishers. Librarians tend to argue on moral grounds, publishers on economic grounds. Most of the time, the money wins."

Joseph Esposito, "Predicting the Present," in *The Scholarly Kitchen*, Mar. 19.

"Another major incident was the mice. I had been warned that the library was one of their favorite playgrounds. I was rather surprised at the calm manner in which this news had been announced, and I was worried about this unfortunate presence. But, like everything else, that was how it had always been. I adopted a cat, but he preferred running around on the roofs of the Haute Ville with the other cats from the area; it's easy to see why."

Marie Lebert, reminiscing about her job with the city library of Granville, France, in "L for Library," *eBooks*, Apr. 11.

"Even though Spaulding's name is not readily recognized, he was an American patriot who safeguarded the freedoms of US citizens by writing the Library Bill of Rights."

Teresa Wood, describing Forrest Brisbane Spaulding, head of Des Moines (Iowa) Public Library from 1929 to 1952, as depicted in the play *The Not So Quiet Librarian*, "A Librarian to Remember," *Webster City (Iowa) Daily Freeman-Journal*, Apr. 20.

"We are inspired by our Los Angeles librarians—past and present—who are the unsung heroes of our local history. While some people may perceive the role of librarian is just to organize books on shelves, many work to preserve the freedom of information, encourage literacy, and archive and share the region's history. To all these qualities librarians add a layer of flexibility, responding to the ever-changing needs of society. If we had our choice, every week would be National Library Week."

"12 Librarians Who Made or Saved Los Angeles History," *kcet.org*, Apr. 11.

"The library, to me, is the second most sacred physical space on the planet."

Poet Nikky Finney, winner of the 2011 National Book Award for poetry, during a reading at the Richland County (S.C.) Public Library, Mar. 22.

"My heart's with what we're doing in Firestone. My stomach hurts when I think about NYPL, the first great library I ever worked in, turned into a vast internet café where people can read the same Google Books, body parts and all, that they could access at home or Starbucks. And my head tells me that I can't predict a thing because we're living through a great revolution, and we don't yet know what lies on the other side."

Anthony Grafton, Princeton (N.J.) University professor of history, comparing the renovations of New York Public Library's Schwarzman Building and Princeton's Firestone Library, "A Tale of Two Libraries and a Revolution," *Daily Princetonian*, Apr. 2. ■

My Year of RDA

One cataloger's journey to learning Resource Description and Access

by Patricia Frade

I've been a librarian for 30 years and have seen a lot of changes. I've welcomed them as new challenges, even as I've seen many of my older colleagues become very negative.

But in the past couple of years, the tables turned when I found myself wishing I could retire after the introduction of Functional Requirements for Bibliographic Records (FRBR) and Resource Description and Access (RDA).

RDA was not something that came easily to me after one training session or reading the manual (Toolkit). It is a new way of cataloging. Now I'm a convert. And I would encourage all catalogers to jump in and start learning it as soon as you can.

My library is fortunate to have Special Collections and Formats Catalog

Department Chair Robert L. Maxwell on staff. Maxwell was determined to have our cataloging employees become RDA experts.

Between 2008 and 2010, Maxwell led at least one training session every year in which we began to explore FRBR and RDA. At the time, basic FRBR terms were as clear as mud. I would pray that the Library of Congress would throw the whole concept in the circular file.

Around September 2010, my

library was asked to participate in the RDA test and Maxwell asked me to be one of the testers. I now had to put into practice the concepts I had been learning. The test was difficult; participants were asked to catalog all the different formats.

After the test, we were asked as a department to continue cataloging in RDA. I cataloged a few books each month in the RDA format. The bibliographic record wasn't too hard to do—I mostly just added the content type (336), media type (337), and

carrier type (338) fields, avoiding the use of abbreviations, and then added the name relationship designator terms.

For me, the most difficult part was working on the authority records. About 90% of my authority records were sent back to me for correcting before being sent to OCLC

because I (a) didn't have the correct terminology for the field of activity, (b) failed to use the authorized geographic name, or (c) didn't capitalize the occupation. It also took more time to find additional information. Because of the steep learning curve, I cataloged only a few RDA institutional records per month.

In August 2011, I was asked to catalog manuscripts and use the RDA format. Not only was the RDA format totally new for me, so was

manuscripts cataloging. I had to jump in with both feet instead of dipping in my little toe. And after several months of RDA, I finally have a better understanding of it. More importantly, I actually see the benefits of the RDA format.

From a scholarly point of view, associating the relationship designator terms with personal, family, or corporate names is of great value. Librarians and patrons will more clearly know what the relationships are between a resource and the persons, families, or corporate bodies associated with that resource.

For librarians, the additional information in the authority records will reduce the need to decipher whether the authority record is appropriate for the item in hand. In the past few months I have had to play detective to search for additional information to add to an authority record. And I have been extremely satisfied after including additional information to a new or existing authority record, which made that name more distinctive.

So, all of you catalogers, get trained, ask questions, create records, and practice. Put together a cheat sheet and keep it in front of you. Start learning about RDA and be prepared to spend more time with every record you create.

I never thought I'd say it, but RDA has been a good thing after all. ■



All of you fellow catalogers out there: Get trained, ask questions, create records, and practice. Start learning about RDA, and maybe you too will become an RDA convert like me.

PATRICIA FRADE is manuscripts cataloger at Brigham Young University's Harold B. Lee Library in Provo, Utah.

Updates from Apple

Recent announcements have library implications

by Jason Griffey

In March, Apple announced the latest product in the evolution of what it calls the post-PC computing world, and called it simply “the new iPad.” While almost exactly the same shape, the new iPad is heavier because of a battery with a far larger capacity. The extra capacity was needed because of two key differences that distinguish it from previous versions: a Retina Display and LTE.

Retina Display is Apple’s name for a screen that is so dense that individual pixels aren’t visible—giving the screen the illusion of solid colors, crisp text, and incredible picture quality. It debuted on the iPhone 4, but the new iPad’s resolution is 2048 by 1536, higher than most computer monitors but at a much smaller size. With a pixel density of 264 pixels per inch, the screen appears very much like a printed page.

LTE is short for Long Term Evolution, the next generation of cellular connectivity beyond 3G. LTE is shockingly fast where it is available, often as fast or faster than standard Wi-Fi. (In tests with my iPad in two different LTE cities, I was showing download speeds of more than 20 Mbps.)

Apple Configurator

An announcement made the same day will likely help libraries deal with Apple devices. Using the Apple Configurator for OS X Lion, users can configure and deploy iOS devices in three ways: Create a standard

installation for devices, manage existing devices to be “cleaned” after each use by reinstalling to a default setting every time they are plugged in, or assign devices to specific users and manage that user’s interactions with the device.

For more information, see the Configurator documentation at bit.ly/zfE4qx.

Apple and textbooks

In January, Apple announced its entry into the world of electronic textbooks.

The company is providing tools for making electronic textbooks with embedded rich media and selling them in the iBooks store for the iPad. It has also partnered with three of the largest producers of textbooks in the United States: Houghton Mifflin Harcourt, McGraw-Hill, and Pearson.

Apple announced three different software products as well: iBooks 2, iBooks Author, and iTunes U for iPad. iBooks 2 gives you access to the textbook store and has such features as highlighting and note taking, built-in definitions, lesson reviews, and study cards. The iTunes U app is a shortcut into the iTunes U portal for free curricular content from a number of colleges and universities across the world. But iBooks Author is perhaps the most interesting of the products, allowing



Apple is providing tools for making electronic textbooks with embedded rich media.

users to create media-rich ebooks for the iBooks store or exportable to PDF or TXT files without the fancy media embeds. Unfortunately for everyone, Apple chose not to support the emerging ePub3 standard for import and export.

This is an Apple-only playground for the time being, with no import facilities at all. You start from a template and build out an ebook using tools similar to Apple’s Keynote presentation software: It’s by far the best interface I’ve seen for creating complicated ebooks.

iBooks Author has also generated controversy because of its end-user licensing agreement. The EULA stipulates that any fee-based work must be distributed through Apple, subject to its approval and a separate written agreement.

The EULA locks authors into distribution via the iBooks store, which means that libraries and librarians are going to be cut out of purchasing them for collections in any real way. On the other hand, it means that if libraries themselves want to produce tools to help users and distribute them for free, they can easily and quickly do so with iBooks Author. ■

JASON GRIFFEY is associate professor and head of library information technology at the University of Tennessee at Chattanooga. This article is excerpted from the April 2012 issue of *Library Technology Reports*.



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Data, Data Everywhere

As the Big Data beast fattens, will privacy and ethics get gobbled up?

by Joseph Janes

The Michigan Theater is at 603 East Liberty St. in Ann Arbor. Athletes Tom Brady and Cal Ripken have the same body mass index, 27—lower than Dr. Phil’s but higher than Abraham Lincoln’s. Austria’s fertility rate peaked in 1963 and has been falling steadily ever since. Q Lending Inc., of Coral Gables, Florida, received the smallest bailout from the TARP program, at \$10,000.

I’m sure you found all of these as fascinating as I did, undoubtedly also wondering where this was going. These facts and a few gazillion others come to you courtesy of Factual, the brainchild of mathematician Gilad Elbaz, who gave us the company that is now Google’s AdSense. In Factual’s 500 terabytes of storage, there’s data from sources governmental and private, on topics broad and narrow, profound and trivial. It’s worth a wander through the website and its featured data sets to see just what it’s been vacuuming up.

A feature article in the March 24 *New York Times* says the company’s plan is “to build the world’s chief reference point for thousands of interconnected supercomputing clouds,” and describes Factual’s clientele and how they use the product. It also names a few competitors: In-

fochimps, Gnip, and of course Wolfram Alpha. Factual, by the way, is hiring; its “data specialist” jobs sound more than a little familiar, even if the description lists them as 2010–2011 internship opportunities. Oops—I guess bad data can creep in anywhere.

This came hard on the heels of the announcement that the *Statistical Abstract of the United States* had been saved at the last moment by ProQuest. I’m glad of that; it seemed a shame that the government no longer felt it was worth publishing. I should be clear: I’ve never been a fan of the

Abstract. (I’m a *World Almanac* sort of guy.) While its various elements are valuable and come in handy, the way in which it was organized—particularly the index that gave table numbers rather than pages—seemed stubbornly user-hostile to me. And the web version, consisting of large PDF slabs of tables, has gone from understandably simple to gratingly low-tech. Adding Excel versions was nice, though the whole thing still comes off as antediluvian.

Maybe ProQuest will attend to these shortcomings. In any event, these make for a sharp and illustrative counterpoint. One way of thinking about compiling Lots of Data is to organize it, by category—which perhaps yields some context and

texture—add some metadata and a search mechanism, all in the service of providing access, so individual people can find a specific fact or set of facts in answer to a question.

Another way, only now feasible, is to mush it all together and see what can be learned. Not by an individual, necessarily, but rather by throwing tons of computing power at it to see what emerges. Both are attempts to somehow wrap our arms and minds around the vertiginous scope and complexity of data being generated and stored every second.

The name “Big Data” gets thrown around a lot, to denote this massive-data-conglomeration phenomenon. We’re told this will be an opportunity for information-focused people to collect, curate, manage, organize. All likely true, and all worth pursuing as extensions of work we’re familiar with.

Go one step further, though. How about professionals who work to humanize this field? Those who think about questions of privacy, authority, quality, authenticity, rationality, and ethicality. Who center these processes in efforts to better the human condition and the lives of individuals. Who build tools to gyre and gimble in the taffeta of data to find just the right thread for a person in need. Somebody like, I don’t know, a reference librarian . . . but that’s another story. ■

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



One now-feasible way of thinking about compiling

Lots of Data is to mush it all together with computing power and see what emerges.

The Guide on the Side

Incorporating active learning into online instruction

by Meredith Farkas

Many librarians have embraced the use of active learning in their teaching. Moving away from lectures and toward activities that get students using the skills they're learning can lead to more meaningful learning experiences. It's one thing to tell people how to do something, but to have them actually do it themselves, with expert guidance, makes it much more likely that they'll be able to do it later on their own.

Replicating that same "guide on the side" model online, however, has proven difficult. Librarians, like most instructors, have largely gone back to a lecture model of delivering instruction. Certainly it's a great deal more difficult to develop active learning exercises, or even interactivity, in online instruction, but many of the tools and techniques that have been embraced by librarians for developing online tutorials and other learning objects do not allow students to practice what they're learning while they're learning. While some software for creating screencasts—video tutorials that film activity on one's desktop—include the ability to create quizzes or interactive components, users can't easily work with a library resource and watch a screencast at the same time.

In 2000, the reference staff at the University of Arizona was looking for a way to build web-based tutorials to embed in a class that caused a lot of traffic at the reference desk.

Not convinced of the efficacy of traditional tutorials to instruct students on using databases, the librarians "began using a more step-by-step approach where students were guided to perform specific searches and locate specific articles," Instructional Services Librarian Leslie Sult says. The students were then assessed on their ability to conduct searches in the specific resources assigned. Later, Sult, Mike Hagedon, and Justin Spargur of the library's scholarly publishing and data management team, turned this early active learning tutorial model into Guide on the Side software.

Guide on the Side is an interface that allows librarians at all skill levels to develop a tutorial that resides in an online box beside a live web page students can use. Students can read the expert instructions provided by the librarian while actively using a database, without needing to switch between screens.

A great example of Guide on the Side is this tutorial University of Arizona librarians created for JSTOR (bit.ly/zA9DCf). The tutorial not only provides help locating and using the database, but it also gets patrons actively using the database and answering questions about it. Having the tutorial right beside the student is reassuring and convenient, giving

him or her experience using a database, with help easily accessible.

The moment I saw a Guide on the Side, I was convinced this was a model we should adopt at my own university for database instruction. It's much simpler than the multimedia tutorials many

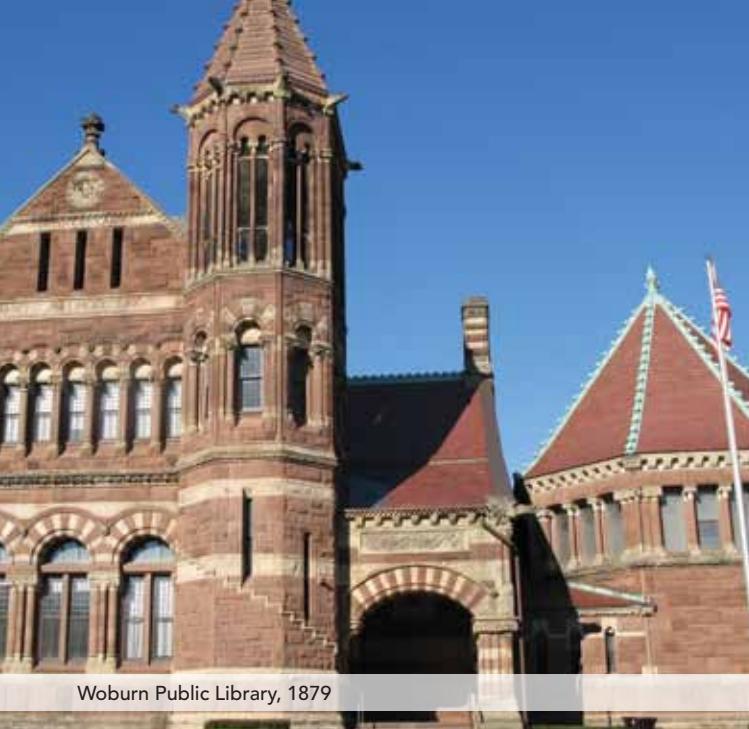
librarians have been developing, yet it may be a better way to actually teach students how to use library resources. The team at the University of Arizona plans to provide the code for Guide on the Side through GitHub (github.com) so that other institutions can benefit from their innovation.

This project is also an excellent example of what is possible when teaching librarians, technology librarians, and staff collaborate to find solutions to common instructional problems. "Many University of Arizona instructional librarians have contributed to helping shape the design and pedagogical approach over the years," Sult said. "The effort and input of members of the team is a major factor in the campus success of the current iteration." ■



This is an excellent example of what is possible when teaching librarians, technology librarians, and staff collaborate.

MEREDITH FARKAS is head of instructional services at Portland (Oreg.) State University and part-time faculty at San José State University School of Library and Information Science. She blogs at *Information Wants to Be Free* and created *Library Success: A Best Practices Wiki*. Contact her at librarysuccess@gmail.com.



Woburn Public Library, 1879



Wellington County Library, 1908

Transforming LIBRARIES

...continued

ALA leaders extend focus on library community engagement

When Maureen Sullivan takes over as ALA president in June, one thing that is certain to continue from Molly Raphael's presidency is the thematic focus on "Transforming Libraries."

"Since ALA leaders build on the work of their predecessors, it is particularly fortuitous that Maureen and I have been able to work closely together," Raphael said. "Our shared vision around community engagement and transforming libraries will move forward without a break."

Raphael added that the Association is uniquely positioned to contribute to efforts underway all over the

country—indeed the world—to transform libraries into places that engage with the communities they serve.

During her time as ALA president, Raphael appointed what she describes as "a talented and diverse team" to work on her Empowering Voices, Transforming Communities initiative. "We have used approaches that help libraries identify the different populations of their communities, figure out how to engage with the varied groups to understand their priorities, adjust library services to serve those groups, and then motivate those communities to speak out about the value of the libraries," she said.

Transformation happens, she said, when libraries engage in new behaviors and develop programs to support the priorities and aspirations of those communities. "This is different from a needs-assessment approach," Raphael said. "It is based more on what communities' dreams are."

This means anything from changes in the physical



Harold T. and Vivian B. Shapiro Undergraduate Library, 1959



Library of Birmingham, 2013

Modern libraries over time (from left): Woburn (Mass.) Public Library, built 1879; Wellington County (Ont.) Library's Harriston branch, built 1908 (with renovation soon to be completed); Harold T. and Vivian B. Shapiro Undergraduate Library, University of Michigan, Ann Arbor, built 1959; Library of Birmingham (UK), which opens in 2013.

structure of buildings to new services to accommodate changing technology to adapting the management and staffing of a library to better serve patrons, according to the Transforming Libraries website (transforming.ala.org).

Over the past 18 months, the Association developed resources, presented programs and pre-conferences at various conferences, and offered web-based learning opportunities “to understand how we can truly engage with our library communities to understand their priorities and aspirations,” Raphael said. And it was clear the demand for such information was there. Hundreds of people attended conversations at the 2012 ALA Midwinter Meeting in Dallas to better understand how their communities are changing and what libraries—and librarianship—need to do to respond (*AL*, Mar./Apr., p. 48–51).

At Midwinter, Rich Harwood, president and founder of the nonprofit Harwood Institute for Public Innovation, presented an approach to community engagement that involves libraries and other organizations turning outward, not inward. As he has traveled the country, he said, he hears the same message. “People want to reengage and connect with one another,” he said. “They want to come back into the public square. They want to join with each other to make a difference, not only in their own lives, but in our common lives.” In fact, Raphael credits Harwood for helping to inspire the Association’s approach. “Libraries have been turning outward,” she said, “but we have tended to look at needs rather than build on positive elements within our communities.”

The focus on transformation will continue throughout the summer. Webinars will showcase models of how to engage communities and convene community conversa-

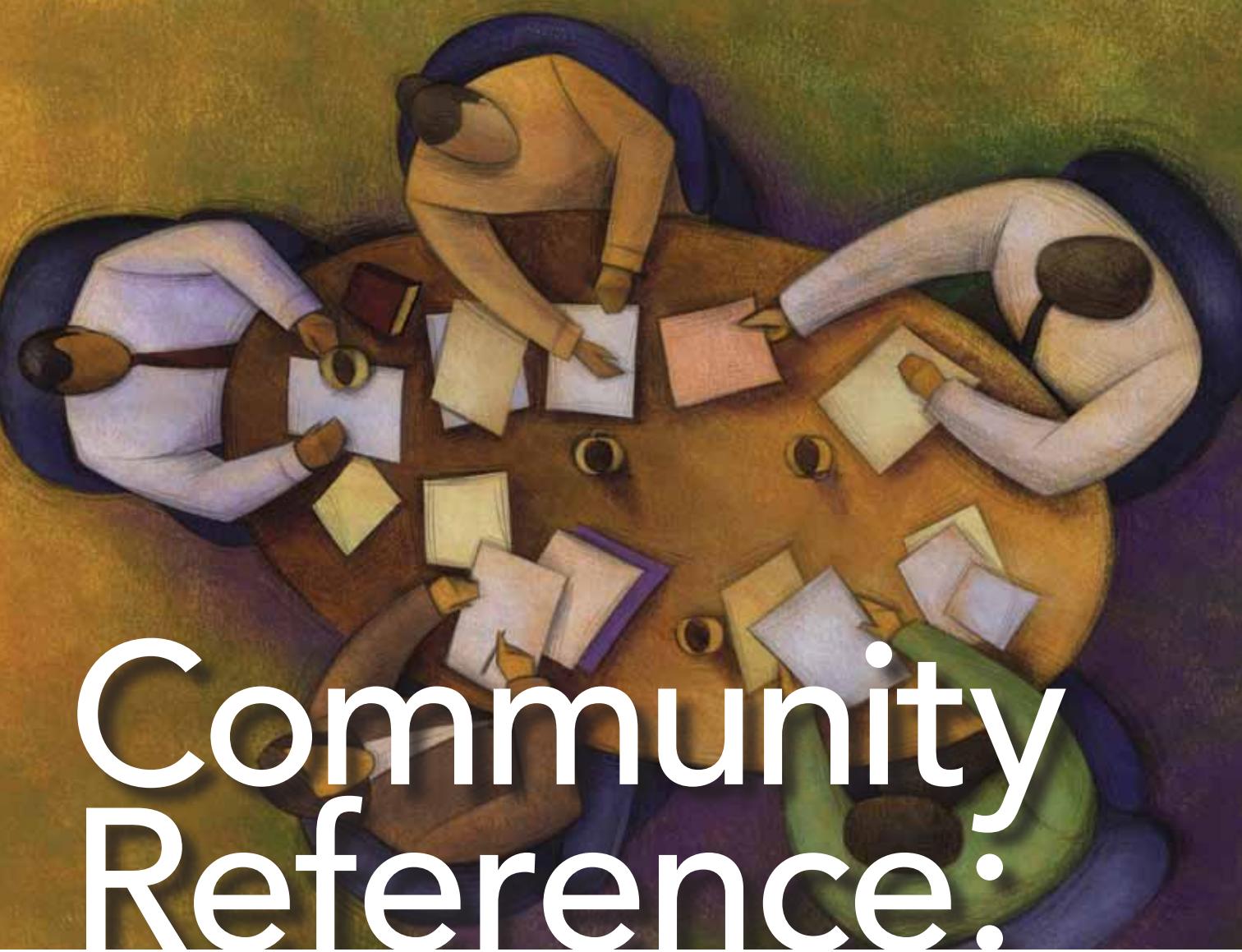
tions. Online tools will include continuing education e-courses such as “Demystifying Copyright: How to Educate Your Staff and Community”; the Young Adult Library Services Association webinar on “Best Practices in Teen Space Design”; and the Association for Library Collections and Technical Services e-forum “Transforming Collections.” Library staff members can also find information on discussion groups focusing on transliteracy, search engine optimization, mobile computing, and internet resources and services, as well as receive information on guidelines and standards, suggested publications, and research tools.

The work continues

As for Maureen Sullivan, the incoming ALA president said she will build on the foundation Raphael laid. Using the title “The Promise of Libraries in Transforming Communities,” Sullivan plans to develop a sustainable program that supports library leaders and next-generation librarians to engage their communities in innovative ways.

While exact details of the focus are being finalized, Sullivan said, “I want ALA to have a meaningful and sustainable program available to all members. Through this effort, I hope ALA and our members will discover new partners and new possibilities for involvement in our communities.” ■

EDITOR’S NOTE: As this issue focuses on the “Transforming Libraries” theme, what follows are two examples of how libraries are driving the message. The first focuses on a new model for reference service, featuring Douglas County (Colo.) Library’s “embedding” reference specialists in public projects to provide research and reference materials, by Colbe Galston, Elizabeth Kelsen Huber, Katherine Johnson, and Amy Long; the second describes the rapid evolution of cataloging over one practitioner’s two years in the profession, by Elise (Yi-Ling) Wong.



Community Reference:

Making Libraries Indispensable in a New Way

Embedded librarians showcase skills and resources in unique community partnerships

By Colbe Galston,
Elizabeth Kelsen Huber,
Katherine Johnson,
and Amy Long

Libraries are constantly evolving to adapt to the needs and desires of our users. Most of these changes have occurred inside our buildings, from obtaining cutting-edge technology to providing self-service and redesigned spaces. While these changes have been vital, they have failed to increase our presence in the community. How can we truly demonstrate our value to our communities beyond our physical/virtual space, programming, outreach, and materials?

Jamie LaRue, library director for Douglas County (Colo.) Libraries (DCL), asked his librarians this question. LaRue envisions a future where the librarian and the library are a central hub of the community. Librarians have the power to change lives and build community—but to do this, we have to leave our desks, leave our buildings, and show the community what a powerful tool we are. LaRue firmly believes that the library's most powerful asset is its professional staff. He wants librarians interacting with the community, answering their questions, informing their discussions, and helping them—as partners—achieve their goals. These opportunities will not find us; we have to seek them.

Traditional reference questions are not coming into the library as they have in the past, and yet those questions continue to be raised by participants in community group meetings. Community reference involves sending librarians out into the community to work closely with groups and conduct onsite reference interviews, as needed, to discover and answer their questions. This process helps our librarians stay informed on the needs, goals, and direction of the community, allowing us to showcase our skills and services in a new way. We know that librarians are passionate about reference and research and are well-suited to provide expert research assistance at little or no additional cost to the community. Now it is up to us to demonstrate that. Librarians are uniquely trained to inform the conversations that are happening all around us, just outside our doors. All we have to do is get involved.

As Douglas County Libraries grappled with this concept, a small group of staff was selected to address the most prevalent concerns: What does community reference look like? Can we make this into something that truly adds value to the community? We discovered that to create something strategic, impactful, relationship-centered, and part of our everyday duties we need to follow three simple guidelines: Show up, pay attention, and stay in touch.

Show up: Embedding our librarians

Embedding librarians in local organizations is the cornerstone of community reference. Assignments for embedded librarians vary from branch to branch so as to strategically target organizations that will provide the greatest partnership opportunities. DCL staff are embedded throughout the county in local schools, city councils, metro districts, economic development councils, and even a local women's crisis center. Not only can embedded librarians attend meetings, inform discussions, and answer community reference questions—asked during a meeting or by community leaders with whom embedded librarians meet—librarians often also assist with the

leadership of the organization; report on the group's activities, goals, and direction; and in general become an integrated part of the group. Participating in these organizations allows us to demonstrate our value, while also becoming deeply knowledgeable about the issues they are facing. With this information, we can then discover the issues that our entire county is facing.

Douglas County Libraries' first experiment with embedded librarianship occurred in 2006 when LaRue was invited to attend the meetings of the Parker Downtown Development Council (DDC). A group of property and business owners who wanted to improve the downtown shopping district invited town staff, city council members, and other stakeholders to work with them. The Parker Library manager and librarians began attending their meetings and served as the DDC's secretary and in-house researcher (doing everything from minutes, to volunteering at events, hosting information on the library website, and researching local architecture and methods for economic development in small towns). When the DDC was asked to describe the value of the library's service over several years, members mentioned the importance of the expert research the librarians provided, the communication we facilitated, and the credibility a partner like the library brought to a fledgling organization. The library built strong relationships with these motivated community leaders, amazed them with our research skills, and helped the group grow into a formal nonprofit that leads the community's drive for economic growth.

This became our model of success—the story we told to illustrate what we wanted to accomplish and what we had to offer. It got us excited, got us in the door, and started the ball rolling. Then the question became, “I'm here, now what?”

Pay attention: I'm here, now what?

The trickiest part of this process is perhaps the most powerful: building relationships. There is no rule book, no class that can be taught or checklist that can be created. What we expect of our librarians is simply that they show up and pay attention. By becoming aware of the issues important to the community group they are embedded in, they can begin to find ways to become part of what that group is working on. Through community reference questions and community reference projects, the embedded librarians can begin to use their skill as researchers to inform the discussion and assist the group to achieve their goals and mission.

Answering community reference questions builds a partnership between the library and the community group by giving us an active role in the group's work. A prime example: In early 2010, a local economic development

council (EDC) was discussing the recent surge of medical marijuana dispensaries in Colorado and they wondered how other cities in Colorado were regulating this new business and what kind of regulations would work best for their city. The embedded librarian offered to research their question and compile a report on medical marijuana dispensary regulations. She compiled the research into an easy-to-read three-page report containing common regulations from California and Colorado, as well as a table showing how each city and county in Colorado was regulating medical marijuana dispensaries.

The story doesn't end there. The embedded librarian presented the report to the EDC, and members of that committee shared it with the local city council. DCL branch managers also passed it on to their local city councils. LaRue shared it with the library board and his contacts across the county. It went viral! One day a patron asked for information on medical marijuana dispensaries and how the city was handling them, and the librarian working the desk at another branch was able to get a copy of the report to help answer his question.

The library's work with the Parker DDC produced several community reference questions, some asked by the group and others generated by the embedded librar-

ians. Projects the library produced for the group ranged from a PowerPoint presentation about different architectural styles found in Douglas County to a report on the steps required to obtain nonprofit status and biographies and photos of local historical figures needed to create a historical walking tour of the downtown area. At the beginning of our relationship with the DDC, the Urban Libraries Council published the *Making Cities Stronger: Public Library Contributions to Local Economic Development* report. *Making Cities Stronger* provided an ideal opportunity to educate an economic development group about the various ways libraries can benefit a community's economy. The library created executive summaries that discussed the key findings of the report, adding local examples and supplemental information. The library's presence at the Parker DDC meetings allowed us to inform the conversation, educate the group about little-known aspects of public libraries, and demonstrate our research prowess.

Community reference projects are essentially community reference questions on steroids. These projects deal with questions and timely, large-scale issues affecting more than one city or organization in Douglas County. In November 2010, DCL approved a project on higher

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education in the county. They assigned a team of five librarians—including an intern and two associate directors—who would look at this issue in depth and create a report on several aspects related to higher education. The team dove into the research, which included interviewing local leaders and institutions, completing a literature review, and sending an email survey to over 150 community members. The reaction of those we interviewed and surveyed was impressive. Many felt the library is an ideal institution to do this research, since we are impartial. Others were impressed to learn that DCL is aware of the community’s goals in this area. The information was presented to the Castle Rock Economic Development Council, and frequent requests for the full report have been coming in from developers, local college presidents, and city officials. The completed report is available for download from the library’s website.

The most exciting result of working with community groups on answers to their questions and larger-scale research projects affecting the county is that our librarians know what is happening in our communities—and our communities know that we do. Recently, a librarian connected information she learned at a community meeting to a question our library leadership was discussing. LaRue

simply smiled and said, “I love that our librarians know this!” and we, in turn, love that our communities have come to that realization as well.

Stay in touch

Beyond showing up as embedded librarians in strategically targeted organizations and building relationships by paying attention to the community’s needs and goals, we also need to stay in touch. To create the kind of impact we want, we needed an easy process to track the data from discussions and projects and share it with other embedded staff. With this in mind, we created the private Community Reference blog.

We created and launched the blog in WordPress for Douglas County Library professional staff to post information and updates from their communities. This central tool helps us organize and share information gathered by embedded librarians and school liaisons across the library district. Since time is valuable and in-person meetings can take a lot of coordination, the blog provides a virtual meeting ground for librarians. It also contains information on all aspects of the Community Reference Project, including documents to assist with project proposals as well as evaluative tools for completed projects.



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On the blog, librarians post interviews with community leaders; current issues in the county; community leader biographies; and meeting minutes from various community groups, including city councils, economic development committees, metro districts, and cultural and community associations. While it is possible to identify large themes without a tool like the blog, the Community Reference Project blog helps all librarians in the district discover common ground and hyperlocal issues. General concerns about the economy, funding, and growth affect many communities, but our blog helps us discover specific issues that Douglas County is facing. Data collection on the blog allows librarians to search for emerging communitywide issues or problems throughout our county. When an emerging community issue is identified, a team of librarians can research, analyze, and provide recommendations on how to work through the problem or issue.

The blog is extremely helpful for staying in touch, but LaRue wanted more. He sought a systematic approach to uncovering common issues in the county. A more structured approach would enable the library to begin e-publishing information *for* the community, *about* the community. His new idea: Have trustees and librarians interview key community members annually to identify the issues and concerns their constituents face.

In early 2011, more than 20 community interviews were conducted and posted to the Community Reference blog. The entries were tagged CIP11 so they could be easily identified via internal tag searching. This allowed the group to become familiar with all the interviews that were conducted and narrow the major issues and concerns to a few key areas. Those issues were then discussed in a wrap-up meeting with those from the community who participated to make sure we got it right. From these interviews, the library has developed a series of programs on new and hot topics, created a new position to respond to a need of the community, and gathered valuable data about what our community is going through and what they care about. We also made valuable connections with leaders and influencers in Douglas County. When we duplicate this process in 2013, the archive of the 2011 interviews will be able to show us a progression.

The Community Reference blog has truly helped tie our efforts into a coordinated, self-directed part of our daily duties.

Unique outreach benefits both partners

Community reference is a way to integrate ourselves into the community that highlights the skills and services we have to offer. This unique outreach creates a valuable partnership for the library, communities, and the library

profession at a time when we need our communities to support the existence and funding of their local library. It is outreach with a hyperlocal emphasis, something the library can do better than any other community organization. As libraries all over the country face steep budget cuts, the library needs to reinvent itself to stay relevant and create a library culture. We rely on our community's support, and community reference in turn allows us to be strategically placed for our community to rely on our skills and services.

The value of the library's involvement with a community organization includes both the tangible and the intangible. The embedded librarian generates reports, minutes, executive summaries, bibliographies, and many other deliverables that represent hours of research and analysis performed in response to an organization's information needs. The cost of having an independent information professional perform the same research would be prohibitive for most community groups or nonprofits.

But the value of the library's partnership is not limited to concrete pieces of information. The library stands with the local organization as a noncompetitive partner who has a deep and broad knowledge of the community, connections with other groups that might assist or inform the organization's mission, and a desire to see the organization succeed. At times, the library's connection can go beyond our greatest hopes—for example, when the Parker DDC publicly acknowledged that the library lent credibility to their fledgling organization. The idea that the library can validate a group's worth was not something that we ever considered. But it makes perfect sense: Everything that the library offers to individuals to help them succeed—resources, guidance, expertise—is also available to organizations as a whole. This makes us just as essential to these groups as we are to our patrons.

What innovations in community involvement and outreach is your library pursuing? We would love to hear from you and include your story in our upcoming ebook on this topic. ■



At Douglas County (Colo.) Libraries, COLBE GALSTON is business librarian; ELIZABETH KELSEN HUBER is head of the adult services department and KATHERINE JOHNSON is adult services librarian at the Highlands Ranch Library; and AMY LONG is patron services department head at the Castle Pines Library.

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A hand is holding a tablet computer. The tablet screen displays the title 'Cataloging Then, Now, & Tomorrow' in large white and purple text. Below the title, it says 'By Elise (Yi-Ling) Wong' and 'Rapid changes are broadening the role of the "guardian of the catalog"'. The background shows a library card catalog with many yellow cards. Two smartphones are visible, one on the left and one on the right, both displaying their home screens. A metal label on the top left of the catalog reads '51 AUTHOR FILE HEF-HER'.

Cataloging Then, Now, & Tomorrow

By Elise (Yi-Ling) Wong

Rapid changes are broadening the role of the "guardian of the catalog"

If you think it is hard to explain to nonlibrary users what a librarian does, try explaining the job of a cataloger. Not long ago (when I was still in library school), if someone had asked me what exactly a cataloger is, my answer would have been, "a guardian of the catalog." This still holds true today.

However, cataloging is also a dynamic, ever-changing library field. Of all the many useful and practical things I learned in library school, one idea stays fresh in my mind: The library world is changing faster than you think. Now that I have been a cataloger in a professional sense for almost two years, I can say that the world of cataloging is also changing rapidly.

Just as the function of libraries and the role of librarians are not the same as they used to be, the same is true of cataloging and catalogers. The *Cataloging Annual Report 2010–2011* by Hannah Thomas, head of cataloging and special collections at Saint Mary's College of California Library (SMCL), listed three trends in the changing landscape of cataloging: the increasing reliance on vendor-supplied records and services, the explosion of electronic resources, and the growing interrelatedness of local library catalogs with systems outside the library.

What do these trends mean, and how will they affect my responsibilities and workflow in cataloging and my role as a cataloger and a new librarian? While I ponder these questions, I find it helpful to draw a mind map representing the history of my cataloging experience—from my first exposure to cataloging to my broader responsibilities as a cataloging and reference librarian at SMCL.

Then: From card catalogs to ILSes

In 2002, I took my first cataloging course in a community college. For our final project, we were required to make a catalog card out of an actual 3-by-5-inch card or print one out with a word processor. Luckily, when I became a library technician in a university library I didn't need to manage a card catalog, since it was already automated on Innovative Millennium.

When I became a cataloger in 2009 at SMCL (also an Innovative library), I was surprised that some of the college's holdings still lacked online records and could only be located with a physical card catalog. Currently I am working on a retrospective conversion project to catalog all the materials we have in a remote storage facility, based solely on that catalog-card information. We estimate that the project will be completed in two years and we are about halfway there. With the exception of the materials in storage, some microforms, the Lasallian special collection, and a small number of LPs, everything SMCL owns can now be found in its online catalogs.

Now: From print to electronic

The *Cataloging Annual Report* documents a dramatic change in the percentage of the types of holdings in the library collections (Figures 1 and 2). In 2006–2007 we added a few electronic collections, such as Gale Virtual Reference Library, Oxford Reference Online, and Greenwood Press. Summer 2008 was the turning point for the

FIGURE 1: COLLECTION BALANCE PRE-EBRARY (BEFORE 7/1/2008)

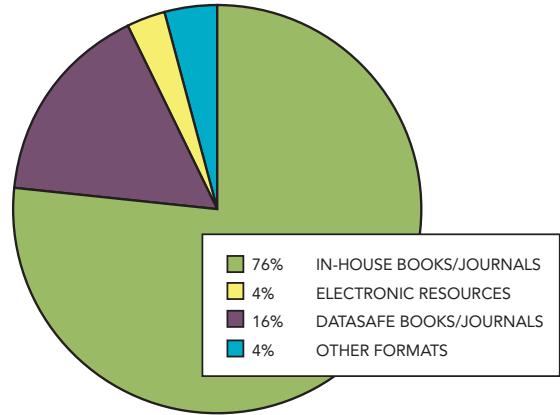


FIGURE 2: COLLECTION BALANCE POST-EBRARY (AFTER 7/1/2008)

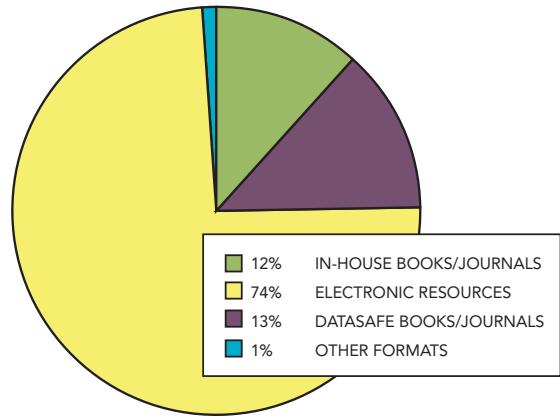
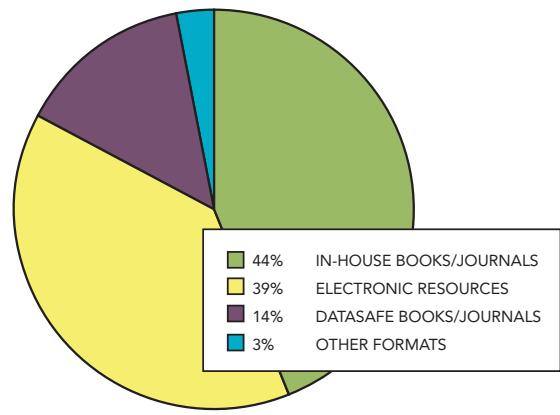


FIGURE 3: ALBERT BIBLIOGRAPHIC RECORDS, SNAPSHOT OF HOLDINGS AS OF 7/1/2011



overall proportion of print to electronic holdings: Our online collection surged dramatically following the major purchase of ebrary Academic Complete, which boosted our online collections by an additional 70,000 records. We also added nearly 30,000 online music files from Naxos Music Library.

As of 2010–2011, 39% of our collection is comprised of electronic resources (Figure 3) and the shift in the ratio of print to e-resources will not stop there. Although our building reached its storage capacity 10 years ago, we have not stopped buying print books, journals, and DVDs. However, whenever our budget permits, our preferred formats are often ebooks, e-journals, online music/videos, streaming files, and other electronic resources.

Tomorrow: From one to many

Library school cataloging courses taught me a great deal about cataloging materials of various formats. What they didn't focus on were the fundamental concepts of managing different integrated library systems. I acquired those skills on the job. At SMCL, most of what we do is copy cataloging. While some of our cataloging records are supplied by vendors and services such as OCLC PromptCat and ebrary, the main source of our records is still OCLC Connexion.

Up until the early 2000s, libraries probably had only one catalog, hosted by an integrated library system. By 2011, most libraries had more than one catalog featured on their website. There are many third-party information systems that work with library catalogs. Many library catalog interfaces are also powered by enhancement tools such as Encore, VuFind, or LibraryThing. In addition to the online public access catalog (Albert), SMCL also has Reference Universe, an electronic journal list (powered by Serial Solutions), and a few named special collections to facilitate access to some of our unique resources. We also recently launched a new multifederated search engine with EBSCO Discovery Service.

Using power tools

Cataloging is no longer about knowing every card in the library catalog, or just about giving an individual touch to each record we download into an ILS. Today, catalogers need to know the various tricks of manipulating batches of records without having to edit them one by one. In addition to using OCLC to export records into library systems, catalogers often work with batches of records supplied by vendor and publisher packages.

Yes, we still embrace traditional cataloging duties: doing original cataloging, making enhancements to catalog-

ing records, and managing other catalog maintenance work. However, it is essential that today's catalogers be trained to use power tools in their ILSes as well as other cataloging tools (such as MarcEdit) to do batch edits.

At SMCL, we use OCLC Client batch searches to export a few hundred records per week for our retrospective conversion cataloging project. Our weekly routine tasks include using "create list" and "data exchange" functions in Millennium to upload our holdings to OCLC and EBSCO Discovery Service. In fact, "create lists," "global update," and "rapid update" have become indispensable functions in our everyday catalog-record maintenance. Thomas's *Cataloging Annual Report* called this "the new normal" in cataloging.

Jacks of all trades

There's no question that the art of cataloging and the role of its practitioners are evolving. Where specialization is preferred, catalogers remain steadfastly the guardians of library catalogs to ensure their accuracy, currency, comprehensiveness, and user-friendliness. But catalogers are also mediators between libraries and other information organizations (e.g., museums and archives), as they are charged with understanding the interoperability between the MARC standard and the different non-MARC metadata systems.

The notion of catalogers being "just" catalogers is gradually being replaced by a philosophy that all library staff be cross-trained and have hands-on experience working directly with library users. At SMCL, all librarians (including catalogers) take at least one reference shift. In collection development, we are subject selectors who are allocated funds to purchase materials in our subject areas. In addition, selectors are responsible for maintaining their subject pages on the library website. In library instruction sessions, we collaborate with faculty members in their teaching and research.

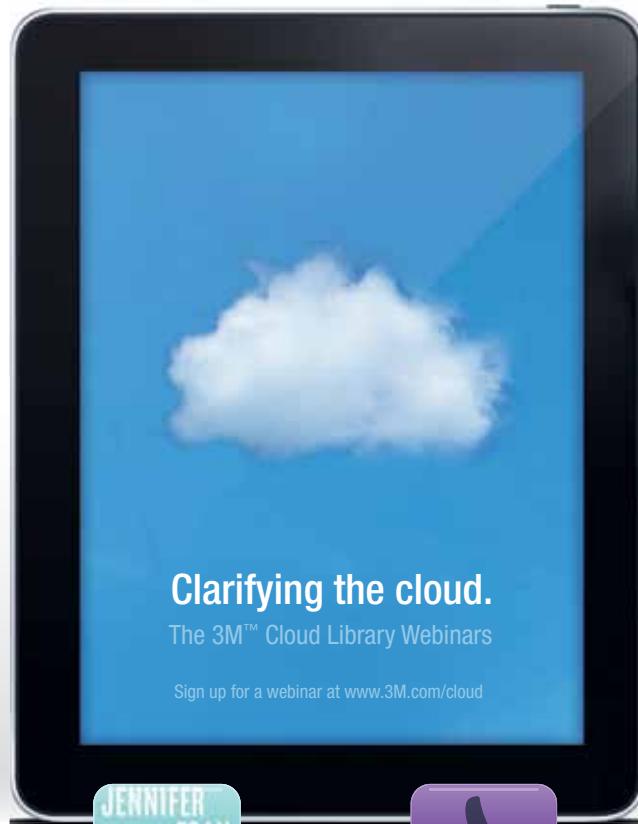
In short, there is more to being a cataloger than being "just" an interpreter of cataloging rules (whether it's AACR2 or RDA) or an expert on various formats of resources. Catalogers don't live in an isolated world anymore. We are proud to be managers of resources and library systems, but we are—and should be—capable of more. ■

The notion of catalogers being "just" catalogers is gradually being replaced by a philosophy that all library staff work directly with patrons.



ELISE (YI-LING) WONG is cataloging and reference librarian at St. Mary's College of California Library in Moraga.

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By Carrie Russell

COPYRIGHT for **LIBRARIANS** and **TEACHERS,** **in a Nutshell**

Who controls uses of your
on-the-job writing?



You may have wondered, like Lindsey (see cartoon), whether you hold the copyright to work you've put many hours into creating on the job. Who holds the copyright to works created by teachers or librarians? Short answer: In general, when employees create works as a condition of employment, the copyright holder is the employer.

As a school librarian or teacher, you create works all the time—lesson plans, finding tools, and so on—fairly independently, without specific conditions established by the school. If you are developing a syllabus, the school generally does not specify what to write or how long or detailed the syllabus should be, as would be the case in a “work for hire” situation (see sidebar). Nonetheless, you are being paid by the school to do a particular job, so the rights for materials you create are held by the school.

The employer holds the copyright when you create the works on the job, using school resources and technology, and receive a regular paycheck with Social Security and insurance deductions. These conditions point to an extended and anticipated ongoing relationship with your employer. In our opening illustration, Lindsey believes that she holds the copyright to her recently completed

US COPYRIGHT LAW

The creator or author of an original work holds the copyright to the work.

However, rights of copyright can be transferred, as stated in 17 U.S.C. § 201(d):

1. The ownership of a copyright may be transferred in whole or in part by any means of conveyance or by operation of law, and may be bequeathed by will or pass as personal property by the applicable laws of intestate succession.
2. Any of the exclusive rights comprised in a copyright, including any subdivision of any of the rights specified by section 106, may be transferred as provided by clause (1) and owned separately. The owner of any particular exclusive right is entitled, to the extent of that right, to all of the protection and remedies accorded to the copyright owner by this title.

Example: A researcher writes a paper that is later published in an academic journal. The researcher holds the copyright to his work, but under a contract with the publisher, transfers an exclusive right or more (the right of reproduction, the right of distribution) to the publisher. The publisher can then exercise an exclusive right that originally was held by the researcher to publish and sell the article to the public.

Transfers of copyrights can be “exclusive” or “non-exclusive.” An exclusive transfer means that only one publisher (as in the example above) is assigned those particular rights. Nonexclusive means that the rights holder may transfer the same right to other individuals or entities. Naturally, a publisher would negotiate for exclusive rights to eliminate any potential competitors.

“WORK FOR HIRE”

A work for hire is one that is commissioned by an employer or other person. In a work-for-hire situation, the employer is hiring an individual to create a work for the employer under a written contract. The copyright is held by the employer unless the contract says otherwise.

As stated in 17 U.S.C. § 201(b):

In the case of a work made for hire, the employer or other person for whom the work was prepared is considered the author for purposes of this title, and, unless the parties have expressly agreed otherwise in a written instrument signed by them, owns all of the rights comprised in the copyright.

lesson plan. But if she used school resources and created the lesson on “company time,” the school likely holds the copyright.

Use of your work outside of school

If the school holds the copyright to your works, are you allowed to use those works outside of the school—at a conference or in a training session? Can you lend your lesson plans to other teachers in another district without asking for permission? The answer depends on how restrictive your school policy is about works created on the job. For the most part, members of an educational community tend to have a more open view about sharing works with colleagues because of their collective commitment to advance learning. In addition, unlike other creators, we do not make our living selling the works we create on the job.

Many schools do not have a policy addressing the “ownership” of librarian- and teacher-created content, and you may want to pursue establishing such a policy. Alternatively, let sleeping dogs lie and forgo a strict policy, which allows the flexibility of determining the best course of action on a case-by-case basis—whether to use a created work at a professional conference, for instance. In many cases, use of works outside of the classroom will be

“fair use,” which does not require permission from the copyright holder.

Using the copyrighted work of others

Copyrights can be transferred (see sidebar) and those transfers can be “exclusive,” “nonexclusive,” or “time-based.” In an example of a time-based transfer, say a librarian wants to establish movie night at the library. Showing movies to the public is a right held by the rights holder (in this case, the motion picture company). The librarian would—if the rights holder agreed—license the right to publicly perform a work on the date of the movie screening only. This is also an example of a nonexclusive contract, because the rights holder can transfer the right to publicly perform to anyone as many times as the rights holder desires. ■



CARRIE RUSSELL is director of the Program on Public Access to Information at ALA's Office of Information Technology Policy in Washington, D.C. She has developed copyright education programs and related services to help ALA members understand the latest trends regarding copyright law and its impact on libraries. This is an excerpt from ALA Editions' Complete Copyright for K-12 Librarians and Educators, which is scheduled for publication this summer.

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Booklist programs—Join us for two enlightening conversations, “Men at Work: Guy Writers Talk Guy Readers” on Friday evening and “Why Can’t an E-book Be More Like the Print?” on Monday afternoon.

New Book Award Presentation—Witness book award history, hear from award-winning authors, and mingle with literary luminaries when the first-ever winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction are announced Sunday night.

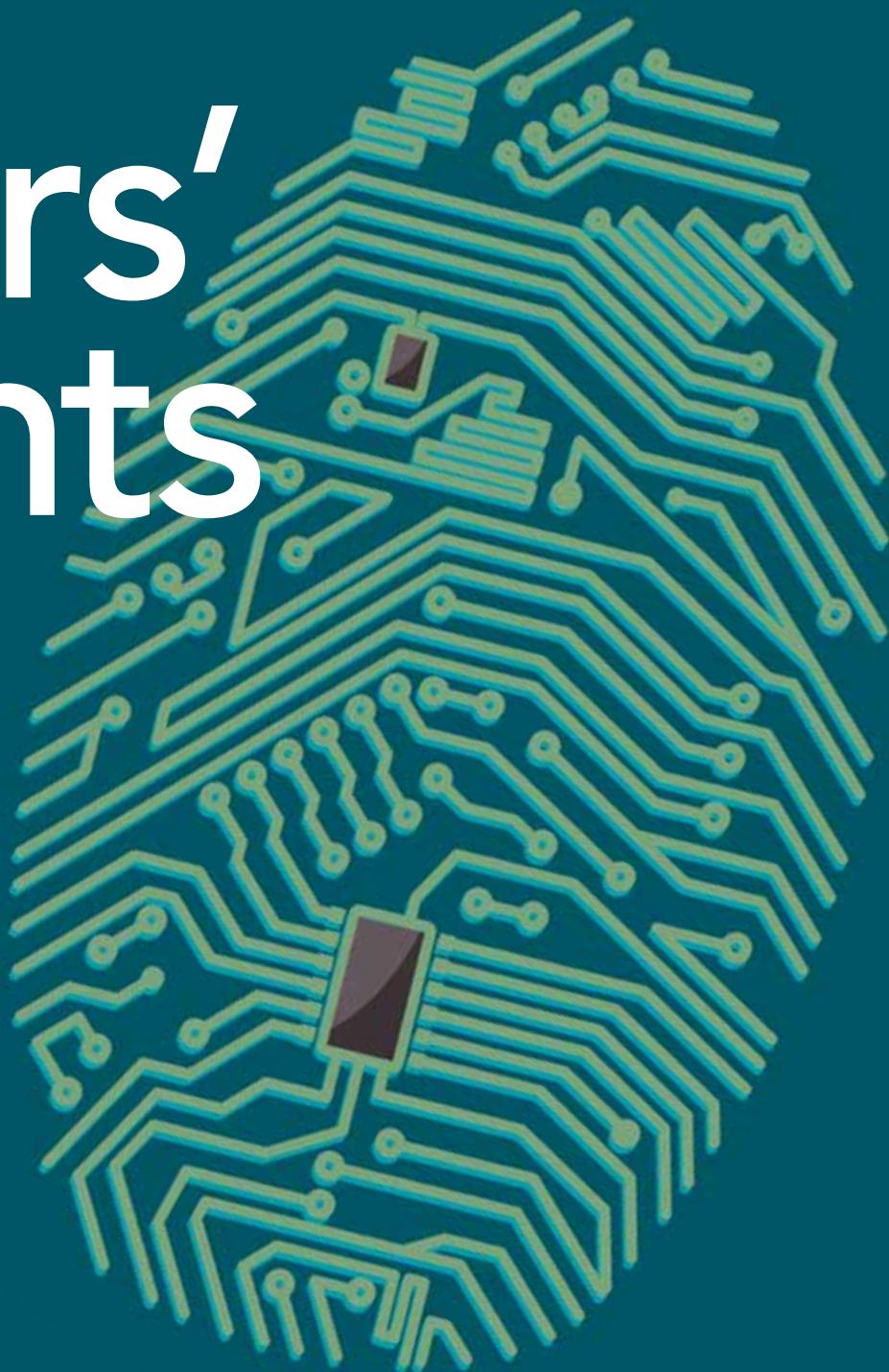


www.booklistonline.com

Ebooks and Users' Rights

New technology may prove
inhospitable to privacy

By Deborah Caldwell-Stone



Librarians defend and protect reader privacy in recognition of the strong connection between the freedom to read and the right to privacy.

The right to read freely depends upon the knowledge that what one is reading is not monitored or tracked. Protecting reader privacy ensures that library users can pursue any inquiry or read any book without fear of judgment or punishment. Both the Library Bill of Rights and the ALA Code of Ethics affirm librarians' responsibility to assure library users' privacy by keeping users' information confidential.

The current model of digital content delivery for libraries places library users' privacy at risk. Authorizing the loan of an ebook or the use of a database can communicate unique identifiers or personally identifiable information that reveals a user's identity. Databases and e-readers create records of their users' intellectual activities that can include search terms, highlighted phrases, and what pages the individuals actually read. Easily aggregated—and then associated—with a particular user, such records can be used against the reader as evidence of intent or belief, especially if the records are stored on vendors' servers, where they are subject to discovery by law enforcement.

Digital content delivery not only places user privacy at risk; it can facilitate censorship and jeopardize access.

Vendors and publishers can and do reserve the right to modify or erase ebooks and other digital content. Readers can turn on their devices to find that a particular ebook has vanished without a trace, as Kindle users did after Amazon decided to erase an edition of George Orwell's *1984* from Kindle devices after a licensing dispute. But copyright and contract are not the only reasons e-content can disappear; under the terms of service provisions contained in most ebook licenses, vendors and publishers can remove or alter texts for any reason, including a desire to avoid controversial content. One need only look to PayPal's recent refusal to handle sales for some types of erotica to understand the potential threat to the right to read and receive information.

Finally, the current models for ebook lending do not support libraries' fundamental mission to provide access to books and other materials without regard for a user's economic or social status. Use of digital content requires ownership of expensive devices, reliable broadband internet access, and often a credit card. When library materials are available only as digital downloads to a proprietary platform, or require users to provide credit cards or establish commercial vendor accounts to prove their eligibility to access an ebook, libraries risk shutting out users who are on the wrong side of the digital divide.

USERS' RIGHTS

TAKE THESE STEPS TO PROTECT LIBRARY USERS:

- Undertake a thorough examination of the technologies, platforms, and agreements that control the delivery of digital content to identify problematic features and inform changes in library policy and practice;
- Update existing professional standards and policy statements to ensure that they address new technologies and digital content;
- Develop professional guidelines, tool kits, and FAQs that will help librarians in the field assess vendor agreements and develop and propose alternative agreements that protect user rights;
- Commit to protect user rights when entering into agreements with vendors;
- Work with vendors and content providers to assure that professional values are "baked into" the technologies and platforms that deliver digital content to library users; and
- Work with legislators, regulators, and library users to ensure that the laws that protect against censorship and preserve reader privacy fully apply to digital content.

Proactive steps to protect privacy and ensure access

As libraries move to include ebooks and other digital content in their collections, the profession must take proactive steps to assure that the addition of digital content does not compromise professional values that call on libraries to protect user privacy, oppose censorship, and ensure access, no matter the status, age, or income of the user.

Accomplishing these goals within the existing ecology of ebooks, databases, and online journals will mean challenging the status quo and standing up for users' rights while negotiating and working with vendors, legislators, and government agencies. It will also mean slowing down the move to digital content until we can take time to identify the methods and processes that will assure that the profession's core values are respected and protected when libraries provide access to digital content. ■



DEBORAH CALDWELL-STONE is deputy director of ALA's Office for Intellectual Freedom. This article was originally published in the *E-Content Supplement* to the May/June 2012 issue of *American Libraries*, a joint project with ALA's Office for Information Technology Policy.



Transforming Our Libraries, Ourselves

First Andrew Carnegie Book Medals, revamped ALA Awards presentation, new Inaugural Brunch highlight 136th Annual Conference

Attendees say ALA's Annual Conference is the "best gathering for professional development opportunities, exhibits and vendor reps, and networking possibilities that a librarian is likely to find" and "the gold standard in professional development and networking." Join the discussion during ALA's 136th Annual Conference in Anaheim, California, June 21–26.

Hear from the two winning authors of the first **Andrew Carnegie**

Medals for Excellence in Fiction and Nonfiction on Sunday, June 24, from 8 to 10 p.m.

"The Andrew Carnegie Medals for Excellence in Fiction and Nonfiction recognize literary excellence," said Vartan Gregorian, president of Carnegie Corporation and past president of New York Public Library. "But more, they also celebrate the important role librarians play in opening up the world of imagination, education, and aspiration to new readers and avid book lovers alike."



The ceremony includes medals and \$5,000 to each winner, as well as \$1,500 for the remaining finalists. (For the shortlist, see page 72.) Afterward, meet and mingle with the winners and ALA President Molly Raphael and Executive Director Keith Michael Fiels. Tickets are \$30, \$25 for Reference and User Services Association (RUSA) members, and will be available onsite. The awards are made possible by a grant from Carnegie Corporation of New York and are cosponsored and

EXHIBITS

The **exhibit hall**, with more than 1,500 booths featuring products and services, is designed to help librarians manage their facilities. Vendors will be on hand to discuss and demonstrate everything from virtual libraries and mobile book-stacking systems to premium quality library furniture. It is one-stop shopping for all library needs.

Friday, June 22, at 5:30 p.m.

The official **opening ceremony and ribbon-cutting** will follow the Opening General Session. Start your conference experience with the **Opening Reception**, beginning immediately after the opening ceremony, and featuring complimentary hors d'oeuvres and special giveaways from exhibitors.

EXHIBIT HOURS:

Friday, June 22, 5:30–7:30 p.m.

Saturday, June 23, 9 a.m.–5 p.m.

Sunday, June 24, 9 a.m.–5 p.m.

Monday, June 25, 9 a.m.–2 p.m.

Individual booths will hold **Meet the Author/Illustrator** events, an opportunity to meet and greet favorite adult and children's authors and illustrators throughout the conference.

SPECIALTY PAVILIONS

Find the latest publications, products, and technologies.

■ **Artist Alley**—located in the Gaming/Graphic Novel Pavilion, offers the best from all genres, from children's books to graphic novels.

■ **Green Pavilion**—showcases products and services to help libraries be ecologically smart.

■ **International Pavilion**—the place to find multilingual and multicultural publications and library materials.

■ **Library School and Instruction Pavilion**—a showcase of LIS educa-

ALSO, DON'T MISS:

■ **"What's Cooking @ ALA" Cooking Demonstration Stage**, showcasing a variety of chefs and authors, coupled with displays of the latest cookbooks. Chefs will prepare the hottest recipes on the demonstration stage and autograph their latest books daily.

■ The **PopTop Stage** focuses on popular librarian favorites including mystery, romance, travel, sci-fi, religion, and horror. It features readings, discussions, and presentations.

■ The **Graphic Novel/Gaming Stage** features hot new artists and authors as well as discussions on the graphic novel genre.

■ **"LIVE! @ Your Library" Reading Stage**. Enjoy author readings, learn how to develop author programs. After each reading, LIVE! authors will be available to sign copies of their work for conference attendees.

■ **Wrap Up/Rev Up celebration**. Keep the party going from the exhibit hall to the ballroom for entertainment and prize giveaways. **Tuesday, June 26, 2:15–3:15 p.m.**

tional programs by the Association for Library and Information Science Education and individual schools.

■ **Mobile Applications Pavilion**—see the latest mobile apps to manage libraries, improve service to patrons, and help readers of all ages.

■ **Small Press/Product Area**—new and independent presses often launch their newest titles and new vendors often introduce themselves to the library community here.

■ **Technology/Library 2.0 Pavilion**—features the latest products and services designed to increase the efficiency, effectiveness, and creativity of today's librarians.

SCHOLARSHIP BASH



THE ROCK BOTTOM REMAINDERS

Saturday, June 23, 8 p.m. ALA welcomes the **Rock Bottom Remainers** for a special performance for the **ALA/ProQuest Scholarship Bash**.

The band includes some of today's most shining literary lights. Among them, they've published more than 150 titles, sold more than 150 million books, and been translated into more than 25 languages.

But once a year they shed their pen-and-pencil-clutching personas and become rock stars, complete with roadies, groupies, and a wicked cool tour bus.

The Rock Bottom Band members who are scheduled to appear at the Scholarship Bash are: **Dave Barry, Ridley Pearson, Amy Tan, Scott Turow, Mitch Albom, James McBride, Roy Blount Jr., Matt Groening, Stephen King, Kathi Kamen Goldmark, and Greg Iles.**

Tickets are \$25 and will be available at the convention center in the Registration Area.

The money raised will provide scholarships for graduate students in library and information studies. Scholarship programs that benefit include the Spectrum Initiative.

administered by *Booklist*, ALA's review journal, and RUSA.

The **ALA Awards Presentation** occurs **Sunday, June 24, 3:30–5:30 p.m.**, during the President's Program.

Closing General Session, Tuesday, June 26, 9:30–11 a.m.

J. R. Martinez, 2011 winner of *Dancing with the Stars*, speaks. He is author of *Full of Heart: My Story of Survival, Strength, and Spirit* to be published in November. The Closing General Session will be followed by an **Inaugural Brunch Tuesday, June 26, 11:15 a.m.–**



J. R. Martinez

1 p.m. Join President Raphael as she honors incoming President Maureen Sullivan and division presidents-elect.

The Association of Specialized and Cooperative Library Agencies (ASCLA) and the Public Library Association (PLA) are teaming up to offer "Consultants Give Back"—an opportunity for libraries to receive free 30-minute consultation sessions from professional library consultants. (Consultants interested in offering their services as a part of this event can register online at <http://svy.mk/I9tc12>.) Consultants with expertise in a wide variety of topics—like RFID, marketing and communications, executive searches, buildings and facilities, strategic planning and library trends—will be available during the "Consultants Give Back" office hours, **Sunday, June 24, 1:30–5:30 p.m.**, as well as at other scheduled times throughout the conference.

Join in ALA's **Think Fit Yoga** program **Sunday, June 24, at 7 a.m.**, before the morning's meetings and conference rush. Certified instructors will guide participants through a 60-minute session that includes

strength building, a body-balancing workout, and a quick cool-down on the California Terrace of the Anaheim Convention Center. To register, visit the “ticketed events” section of the Annual Conference registration page and sign up. Cost is \$15.

Making the case for time off and support for travel and expenses to attend a conference, especially in times of tight budgets and reduced staff, requires a solid understanding of the potential benefits to the workplace, to a supervisor, and to colleagues. A new resource—**Making Your Case for Attending**—is available at alaannual.org to help potential attendees communicate the many ways that conference attendance can pay big dividends.

The resources include:

- An outline of why attendees will be more valuable to the institution after the conference, with benefits such as bringing back implementable ideas and best practices that can make a library more effective, save money, and serve users better; becoming a more effective library advocate; strengthening the library’s network and reputation; and injecting fresh energy, excitement, and professionalism into the library’s work;
- A series of suggested steps to follow, including a sample budget worksheet and memo to a supervisor to help document the benefits of attending, as well as plans for how what’s learned will be reported and shared on return;

- Links to resources that help a potential attendee zero in on programs and other conference events that apply to his or her particular area of work; and
- “In the Words of Your Colleagues,” dozens of testimonials from the 2011 Annual Conference post-conference survey that show how attendees feel they benefited across the board, including what they learned both formally and informally, the connections they made, the inspiration, the energy, what they got out of the exhibits and how much fun they had.

President’s Program
Sunday, June 24, 3:30–5:30 p.m.,
 Molly Raphael welcomes bestselling author **Jodi Picoult** and **Samantha**

HOW TO CUSTOMIZE YOUR CONFERENCE

The **ALA Annual Conference Scheduler** is now open. It allows attendees to see the full scope of what’s available as well as help plan and organize their conference attendance. Highlights of the Scheduler include:

- The ability to browse sessions in multiple ways;
- Easy-to-create personal calendars that can be shared or kept private;
- Tailored lists of recommendations based on division, groups, library type, and interests specified in user profiles;
- Ease of adding, prioritizing, and updating sessions and events;
- Ease of adding booth visits and meetings with specific exhibitors;
- A Quick-Start Guide to the Scheduler and other ways to get help in order to learn more.

The **Conference Scheduler mobile app** will be released in June.

NETWORKING UNCOMMONS

The **Networking Uncommons** space is a dedicated small group meeting area in the Convention Center. It features tables, chairs, free convention center Wi-Fi, and projectors and screens, as well as a few gadgets to

push content out in real time. Sign up for a specific time slot or drop in. During open times, the area is up for grabs. It is large enough that multiple groups can use it at once, even if another group has scheduled space. Check out the daily topics geared to specific interests.



YOUNG ADULTS: MAKING A DIFFERENCE

William Kamkwamba



Saturday, June 23, 1:30–2:30 p.m. Three courageous and creative young adults who have already changed things for the better within their communities, cultures, and societies—**William Kamkwamba**, **Talia Leman**, and **Gaby Rodriguez**—make for a unique Auditorium Speaker session.

WILLIAM KAMKWAMBA

Kamkwamba grew up in Malawi believing that magic ruled the world and hardship dominated life. The story of how he achieved his dream of bringing electricity, light, and the promise of a better life to his family and his village is told in the *New York Times* bestseller (coauthored with Bryan Mealer), *The Boy Who Harnessed the Wind: Creating Currents of Electricity and Hope*.

TALIA LEMAN

Leman has orchestrated the philanthropic efforts of 12 million children on four continents. At age 12, she raised more than \$10 million for the victims of Hurricane Katrina, ranking in the top three of all fundraisers, including major international organizations and corporations. She has since raised money for water projects on three continents, built schools in Cambodia, and is currently spearheading a Japan relief effort.

GABY RODRIGUEZ

Rodriguez (now 18 and a college student) made national headlines in 2011 as the 17-year-old high school senior from Toppenish, Washington, who revealed she had faked a pregnancy for a class project—a story that became the book and Lifetime movie *The Pregnancy Project*.

Talia Leman



Gaby Rodriguez



Van Leer for her **ALA President's Program**. The mother-daughter author team is launching an international tour for *Between the Lines*, a book they coauthored, scheduled to be published in June.

Picoult says of *Between the Lines*, her first young adult novel: "It was Sammy's idea, and frankly, she's got a better imagination than I ever did at her age. It's about what happens when happily ever after . . . isn't." Picoult's 18 published novels include the number one *New York Times* bestsellers *House Rules*, *Handle With Care*, *Change of Heart*, *Nineteen Minutes*, and *My Sister's Keeper*. Van Leer, a junior in high school, conceived the idea for *Between the Lines* and pitched it to her mother.

Ebooks, digital content

Learn more about ebooks and digital content in libraries at these key events:

Opening General Session on Friday, June 22, 4–5:15 p.m. **Rebecca MacKinnon**, journalist, internet policy specialist, and author of *Consent of the Networked*, focuses on why it is time to stop arguing over *whether* the internet empowers people, and addresses the urgent question of *how* technology should be governed to support the rights and liberties of users around the world.

Saturday, June 23, 10:30–11:30 a.m. **David Weinberger**, celebrated internet philosopher and coauthor of *The Cluetrain Manifesto*, addresses conferees as part of the **Auditorium Speaker Series**. His most recent book, *Too Big to Know*, provides a compelling vision of the future of knowledge in a connected world, shaking the foundations of our concept of knowledge—from the role of facts to the value of books and the authority of experts.

Saturday, June 23, 8–10 a.m. **"The Ebook Elephant in the Room: Determining What's Relevant and**



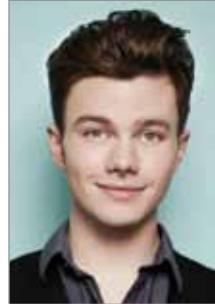
Rebecca MacKinnon



David Weinberger



John Irving



Chris Colfer



Sapphire

Effective for Your Patrons and Making Effective Decisions for Your Future E-Collection,” co-sponsored by the Association for Library Collections and Technical Services (ALCTS) and RUSA.

Saturday, June 23, 4–5:30 p.m. “Digital Literacy and Libraries: Designing What Comes Next,” sponsored by ALA’s Washington Office.

Monday, June 25, 1:30–3:30 p.m. “Why Can’t an Ebook Be More Like the Print?” sponsored by *Booklist* Reference.

comedy *Glee*, **Chris Colfer** has penned his first children’s book, *The Land of Stories*, to be released in July. The book tells the tale of twins Alex and Conner Bailey, who leave their world behind and find themselves in a foreign land full of wonder and magic where they come face to face with the characters they grew up reading about.

Saturday, June 23, 4–5:30 p.m. Authors **George R. R. Martin**, most famous for his ongoing series *A Song*

of Ice and Fire, and **Blake Charlton**, known for his Spellwright Trilogy, will discuss the increasingly mainstream aspect of the science fiction and fantasy genres.

Sunday, June 24, 8–9 a.m. Behavioral economist and bestselling author **Dan Ariely**, *New York Times* bestselling author of *Predictably Irrational* and *The Upside of Irrationality*, takes a groundbreaking look at the way we behave, examining the contradictory forces that drive us to

Featured speakers

Hear from a number of other popular authors in the Auditorium Speakers Series:

Saturday, June 23, 8–9 a.m. Bestselling author **John Irving** talks about his 13th and latest novel, *In One Person*, described as his most political since *The Cider House Rules* and *A Prayer for Owen Meany*. The book offers an unforgettable portrait of the solitariness of a bisexual man dedicated to making himself “worthwhile.”

In 2000, Irving won the Oscar for best adapted screenplay for *The Cider House Rules*. Less commonly known is that Irving competed as a wrestler for 20 years, coached the sport until he was 47, and was inducted in 1992 into the National Wrestling Hall of Fame in Stillwater, Oklahoma.

Saturday, June 23, 3:30–4:30 p.m. Best known for his starring role as Kurt Hummel in the Golden Globe and SAG Award–winning

FIRST-TIMER 101

ALA division and round table **Conference 101 programs** throughout the weekend offer valuable assistance to Annual Conference newbies. The programs are crafted to help plan how to “do” Conference based on the kind of work attendees do or the type of library in which they work.

Get expert advice on programs to attend, exhibitors to visit, parties to frequent, and ways to get the most out of Conference. Programs especially for new attendees are highlighted in the program guide. Check out the ALA Pavilion on the exhibit floor to learn more about ALA.

Make sure to check the “I am

a first-time registrant” box when registering to receive a personal welcome from an **ALA Ambassador**—an ALA member who is a longtime conference goer. ALA



Ambassadors can help make connections to programs, people, and places before Annual Conference. ALA Ambassadors can be identified by their name tags.



Beth Howard



Dan Rather



Tessa Dare



Lizz Winstead



Tracy McMillan

BUSINESS/ FINANCIAL MEETINGS

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

FRIDAY, JUNE 22

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

SATURDAY, JUNE 23

- Council/Executive Board/Member-ship Information Session, 3:30–5 p.m.
- ALA Membership Meeting, 5–6 p.m.

SUNDAY, JUNE 24

- Council I, 9 a.m. to noon
- ALA-APA Council, noon to 12:30 p.m.

MONDAY, JUNE 25

- Council II, 9:30–11 a.m.
- Executive Board II, 1:30–4:30 p.m.

TUESDAY, JUNE 26

- Council III, 7:45–9:15 a.m.
- Executive Board III, 1:30–4:30 p.m.

cheat and keep us honest, in his forthcoming book *The Honest Truth about Dishonesty: How We Lie to Everyone—Especially Ourselves*.

Sunday, June 24, 10:30–11:30 a.m. Sapphire is author of the best-selling novel *Push*, adapted into the blockbuster 2009 movie *Precious*. The 1996 novel tells the story of Precious Jones, an illiterate 16-year-old girl raped and impregnated by her father, battered by her mother, ignored by the authorities, and saved by a determined and radical teacher. Sapphire will introduce her 2011 novel, *The Kid*, which brings readers deep into the interior life of Abdul Jones, son of *Precious*.

Monday, June 25, 8:30–9:30 a.m. Dan Rather, the award-winning journalist who anchored *CBS Evening News*, discusses his memoir *Rather Outspoken* for **Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) President Donna McDonald's President's Program**. Rather's book covers important moments of his journalistic career, including (but certainly not limited to) a frank accounting of his dismissal from CBS, the George W. Bush Air National Guard controversy, the Abu Ghraib story, new insights on the JFK assassination, and inside stories about the top personalities he has interviewed.

Division presidents' programs

In addition to the ALTAFF President's Program featuring Dan

Rather (see above), the following programs are being hosted by division presidents:

Saturday, June 23, 10:30 a.m.–noon. American Association of School Librarians (AASL)—Carl Harvey: Lori Takeuchi, director of research at the Joan Ganz Cooney Center at Sesame Workshop, will present on the *Families Matter* report issued in June 2011. The report shares results from a survey of more than 800 parents of children ages 3 through 10 and reveals how parents nationwide feel about raising children in a digital age.

Saturday, June 23, 1:30–3:30 p.m. Library Leadership and Management Association (LLAMA)—Janine Golden: Heather Krasna, career expert and author of *Jobs That Matter: Find a Stable, Fulfilling Career in Public Service*.

Sunday, June 24, 10:30 a.m.–noon. Reference and User Services Association (RUSA)—Gary W. White: "Library in Your Hand: Mobile Technologies for Exchanging Information with Patrons," with **Joan Lippincott** of the Coalition for Networked Information, who will speak about why libraries should embrace communicating with patrons through mobile devices; **Kristin Antelman** of North Carolina State University on mobile initiatives including NCSU's Wolf-Walk, a photographic guide to campus history optimized for mobile

Continued on p. 70

JOBS, JOBS, JOBS

Provided by ALA's Office for Human Resource Development and Recruitment (HRDR), the **ALA JobLIST Placement Center** is open **Saturday, June 23**, and **Sunday, June 24, 9 a.m.–5 p.m.** There will be an **orientation on Saturday, June 23, at 8:30 a.m.**

Job seekers should register and search for jobs on the JobLIST website at joblist.ala.org. All services are free to job seekers. Registration is not required, but recommended, as it will give registered employers access to your résumé and allow for direct communication between job seekers and employers.

Employers who want to post positions should list them on the JobLIST website. Employers who want to use interviewing facilities must have an active ad placed on JobLIST at the time interviews are scheduled. Employers who want a booth in the Placement Center should contact Beatrice Calvin at bcalvin@ala.org; 800-545-2433, ext. 4280.

As part of its continuing efforts to help job seekers retool their skills and prepare for job searches in the current economy, the Placement Center hosts a free **Open House Sunday, June 24, 10:30 a.m. to noon.**

Representatives from various libraries and library-related companies will have an opportunity to talk with conference attendees about their individual work environments. They will discuss various aspects that make their institutions unique, such as work culture, facilities, sports, music, arts, campus, and community life, and will showcase the activities available in and around their institutions that highlight the quality of life.

All conference attendees are encouraged to attend. There is no cost



to participate in the Open House. Interested institutions/organizations should complete an Open House Participation form.

Richard J. Holden, regional commissioner for the Bureau of Labor Statistics, provides observations and analysis on future job trends in our society with a special emphasis on the library and information profession at **"Labor Market Updates: Looking**

into a Crystal Ball," Sunday, June 24, 9–10:30 a.m., in the Placement Center.

Human resource professionals, library school deans and administrators, students, and anyone looking for a job now or contemplating changing jobs in the future are advised to attend this program. The program is free and registration is not required.



The 2012 Parade of Bookmobiles on June 23 will display a variety of mobile libraries. The parade will be held in conjunction with the Diversity and Outreach Fair.

Continued from p. 68

devices; and **David Lee King**, who will discuss the social media used to communicate with patrons at Topeka and Shawnee County (Kans.) Public Library.

Sunday, June 24, 10:30 a.m.–noon. Association of Specialized and Cooperative Library Agencies (ASCLA)—Norma Blake: John Jantsch, bestselling author of *Duct Tape Marketing* and *The Referral Engine*, will take his theories and apply them specifically to libraries.

Sunday, June 24, 1–2:30 p.m. Public Library Association (PLA)—Marcia Warner: Following the recognition of PLA's 2012 award winners, President Marcia Warner will welcome keynote speaker **Sherman Alexie**, bestselling author of 22 books, including *The Absolutely True Diary of a Part-Time Indian*.

Sunday, June 24, 4–5:30 p.m. Library Information and Technology Association (LITA)—Colleen Cuddy: “**The Fourth Paradigm: Data-Intensive Research, Digital Scholarship, and Implications for Libraries**” with **Tony Hey**, corporate vice president of Microsoft Research Connections, and **Clifford Lynch**, director of the Coalition for

Networked Information. They will discuss the emergence of the “fourth paradigm” for scientific research, involving the acquisition, management, and analysis of vast quantities of scientific data.

Monday, June 25, 8–10 a.m. Association for Library Service to Children (ALSC)/Young Adult Library Services Association (YALSA)—Mary Fellows, Sarah Flowers: “**The Digital Lives of Tweens and Young Teens**” with **Stephen Abram**, vice president at Gale Cengage Learning, and **Michelle Poris**, quant savant at Smarty Pants, a market research and strategic consulting firm.

Monday, June 25, 10:30 a.m.–noon. Association for Library Collections and Technical Services (ALCTS)/Association of College and Research Libraries (ACRL)—Betsy Simpson, Joyce L. Ogburn: “**Future of the Book: Innovation in Traditional Industries**” with **Duane Bray**, a partner at IDEO, a global innovation and design consulting firm. Bray discusses the challenges that traditional industries face when experiencing change and offers techniques for recognizing and harnessing opportunities for innovation.

Program sampler

In addition to the programs already mentioned, Annual offers a wealth of opportunities to satisfy multiple interests. Highlights include:

Friday, June 22, 7–11:30 p.m. Reforma, the National Association to Promote Library and Information Services to Latinos and the Spanish Speaking, hosts the **Denim and Diamonds Dinner Dance** to launch the Reforma Educational Foundation. Tickets are \$60 per person and must be purchased in advance. Visit reforma.org/gala2012.

Saturday, June 23, 8–10 a.m. Join ALTAFF for “**First Author, First Book**,” a conference tradition that features first-time authors and a free continental breakfast. Guests include **Beth Howard**, **Jay Caspian Kang**, and **Howard Anderson**. Learn about how they got published and their writing disciplines. A book signing follows, and most books are free. Barbara Hoffert, editor of *Library Journal*'s Prepub Alert, will moderate the panel.

Saturday, June 23, 8–10 a.m. Hear the latest on legislation affecting libraries during the **ALA Washington Office Update**. Breakout sessions from **10:30 a.m.–noon** include “**E-Government in Action—Matching People with Jobs**” and “**The Elections and You: How to Campaign for Libraries During the Electoral Season**,” as well as “**Fair Use and Academic and Research Libraries: Using Best Practices to Make Better Practice**” and “**Cutting Edge Technology Services**,” sponsored by the Office for Information Technology Policy.

Saturday, June 23, 12:30–1:30 p.m. A **Bookmobile Saturday Author Luncheon** will feature a noted author. Tickets are \$25. All ticket sales will end June 14. No onsite tickets will be available. The events are coordinated by ALA's Office for Literacy and Outreach Services, the Association of Bookmobile and

Outreach Services, and the Association for Small and Rural Libraries.

Saturday, June 23, 1:30–3:30 p.m. ALTAFF will host “**Isn’t It Romantic?**” featuring bestselling romance writers **Deborah Coonts** (*So Damn Lucky*, Forge Books/Macmillan, 2012), **Tessa Dare** (*A Week to Be Wicked*, Morrow Avon/HarperCollins, 2012), **Jillian Hunter** (*The Duchess Diaries*, Signet/Penguin, 2012), **Susan Mallery** (*The Barefoot Season*, Mira/Harlequin, 2012), and **Jill Shalvis** (*At Last*, Forever/Hachette, 2012). The program will be moderated by Barbara Hoffert, editor of *Library Journal’s* Prepub Alert. An author book signing will follow. Some books will be given away and

others will be sold at a generous discount. Tickets are \$35.

Saturday, June 23, 3–5 p.m. Bookmobile learning sessions and the 2012 **Parade of Bookmobiles** will be held in conjunction with the **2012 Diversity and Outreach Fair**.

Sunday, June 24, 7–9:30 a.m. Celebrate **Kadir Nelson, Shane W. Evans, and Ashley Bryan** at the **Coretta Scott King Book Awards Breakfast**. The event honors the year’s best African-American authors and illustrators of books for youth. Individual tickets may be purchased by June 14 for \$60. Tickets will not be available onsite.

Sunday, June 24, 5:30–7:30 p.m. “**The Laugh’s On Us**,” hosted by

ALTAFF, with comedian and ALTAFF spokesperson **Paula Poundstone**, cocreator and former head writer of *The Daily Show* **Lizz Winstead**, as well as comedians **Carlos Kotkin, Tracy McMillan, Julia Pandl, and Joel Stein**. Some books will be given away and others will be available for purchase at a discount. Purchase tickets early to this event, which always sells out. Tickets are \$49 in advance and \$55 onsite.

Sunday, June 24, 6–11 p.m. ALSC will honor the winners of its Newbery and Caldecott medals for outstanding writing and illustration in children’s literature at the **Newbery Caldecott Banquet**. Nearly 1,100 librarians, reviewers, publishers, and

MAPPING TRANSFORMATION

ALA VIRTUAL CONFERENCE

Mapping Transformation frames the **ALA Virtual Conference** July 18–19, the interactive professional development opportunity for those unable to attend Annual in Anaheim, as well as for those attendees seeking more information. A full series of interactive 45-minute web sessions will provide insights from experts, offer opportunities for conversation with speakers and other attendees around key issues related to transformation in libraries, and allow for sharing innovations.

Speakers include **George Needham**, library strategist, and **Joan Frye Williams**, library futurist, on “Libraries in a Post-Print World”; **Lee Rainie**, director of the Pew Research Center’s Internet and American Life Project, on the rise of ebooks and next steps in the project’s research on the evolving role of libraries; **Brian Mathews**, associate dean, Virginia Tech University Libraries, **Emily Dowdall**, senior associate, Pew Charitable Trusts’

Philadelphia Research Initiative, **Nate Hill**, web librarian, San José (Calif.) Public Library, and others on transformative thinking and activity in libraries, e-readers, publishers partnering with libraries, open source software, and library experiences.

Each day will include keynote speakers, sessions, and—back by popular demand—30-minute author lunches hosted by *Booklist* editors Brad Hooper (talking with **Katherine Boo**) and Donna Seaman.

Annual Conference full registrants will receive a 25% discount on Virtual Conference registration. As in previous years, the conference archive will be available free to registrants for up to six months and at no cost to full Annual Conference registrants. Registration is \$69 for individuals (\$51.75 with Annual Conference discount), and \$300 for a group option of up to 15 IP addresses (\$225 with Annual Conference discount). To register, visit learningtimes.net/ala12.



fans of children's literature attend the banquet. Tickets are \$94 and may be purchased onsite.

Monday, June 25, 10:30 a.m.–2 p.m. The Stonewall Book Awards Brunch celebrates the winners of the 2012 Stonewall Book Awards, the oldest award honoring the best in gay, lesbian, bisexual, and transgender writing. Join the Gay, Lesbian, Bisexual, and Transgender Round Table as it recognizes the winners and honorees in fiction, nonfiction, and children's and young adult categories. Tickets are \$55. No onsite tickets will be available.

Monday, June 25, noon–2 p.m. *New York Times* bestselling author **Carmen Agra Deedy** will speak at the **AASL Awards Luncheon**. Deedy

began her two-decade-long career as a storyteller whose National Public Radio commentaries were released as the short story collection *Growing Up Cuban in Decatur, Georgia*. Tickets are \$55 and must be purchased in advance.

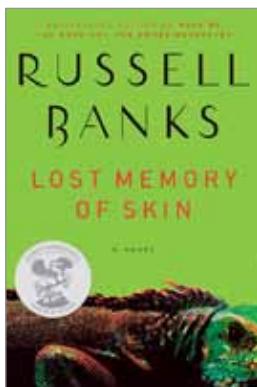
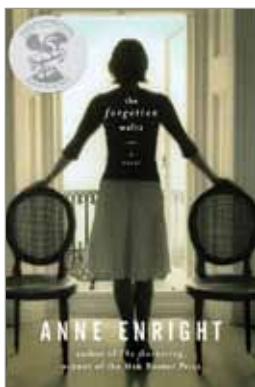
Monday, June 25, 2–4 p.m. Best-selling authors will discuss their writing life and forthcoming books at the **ALTAFF Gala Author Tea**. A book signing will follow, with some books given away free and others available for purchase at a generous discount. Tickets are \$49 in advance and \$55 onsite.

Monday, June 25, 6–8 p.m. Join the International Relations Round Table at the **International Librarians Reception** for attendees from more

than 80 countries. All conference attendees are welcome at the mixing of culture and ideas, regional cuisine, and an open bar. Tickets are \$40; the event is free for international librarians. No tickets will be sold onsite.

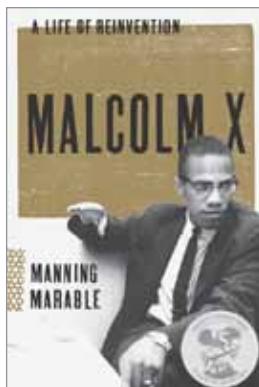
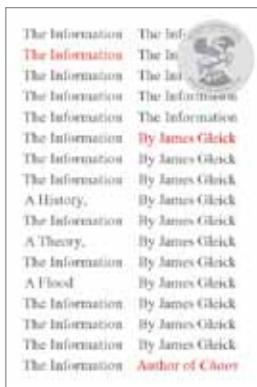
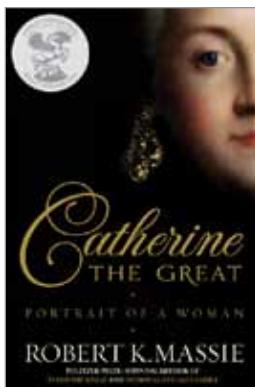
Monday June 25, 8–10 p.m. YALSA's **Michael L. Printz Program and Reception** will feature **John Corey Whaley**, whose book *Where Things Come Back* won the 2012 award. Joining him will be honor book author **Daniel Handler** and illustrator **Maira Kalman** (*Why We Broke Up*); **Christine Hinwood** (*The Returning*); **Craig Silvey** (*Jasper Jones*); and **Maggie Stiefvater** (*The Scorpio Races*). Tickets are \$34. A limited number of tickets will be available at the door. ■

SPOTLIGHT ON CARNEGIE MEDALS



Top row: The 2012 finalists for the Andrew Carnegie Medals for Excellence in Fiction:

- *The Forgotten Waltz*, by Anne Enright: W. W. Norton & Company.
- *Lost Memory of Skin*, by Russell Banks: Ecco, an imprint of HarperCollins Publishers.
- *Swamplandia!* by Karen Russell: Alfred A. Knopf, a division of Random House.



Row 2: Finalists for the Andrew Carnegie Medal for Excellence in Nonfiction:

- *Catherine the Great: Portrait of a Woman*, by Robert K. Massie: Random House.
- *The Information: A History, a Theory, a Flood*, by James Gleick: Pantheon Books, a division of Random House.
- *Malcolm X: A Life of Reinvention*, by Manning Marable: Viking Penguin, a member of Penguin Group.



VIRTUAL CONFERENCE

Mapping Transformation

July 18 & 19, 2012 | American Library Association



Mapping Transformation—interactive conference on libraries in a post-print world, innovation, and more

Two days of keynote speakers and 45-minute Web sessions. Get insights from thought leaders and chat with speakers and other attendees about key issues in library transformation, including: ebooks and ereaders; open source software; using Google products to enhance your mission and branding; libraries in a post-print world; publishers partnering with libraries; designing a superior library user experience; learning from startups and innovative organizations; and Urban Mediaspace Aarhus—building the library of the future.

The 2012 Virtual Conference Archive will be available free to registrants and to full registrants of 2012 ALA Annual Conference for up to six months.

Speakers include keynotes George Needham & Joan Frye Williams and Stephen Abram, plus Terry Ballard, Steven Bell, Emily Dowdall, Marlene Harris, Lisa Hickman, Nate Hill, James LaRue, Brian Mathews, Peter Murray, Marie Østergård, and others.

Back by popular demand—30-minute author lunches hosted by *Booklist* editors Brad Hooper and Donna Seaman.

Annual Conference full registrants save 25% on Virtual Conference! Registration is recommended to make the most of the interactivity and conversations.

\$69 FOR INDIVIDUALS

Just \$51.75 for full registrants of ALA Annual Conference.

\$300 FOR GROUPS
up to 15 IP addresses

Just \$225 for full registrants of ALA Annual Conference.

Don't miss this affordable interactive professional development.
Register now! learningtimes.net/ala12

Time to Dine in Anaheim

A guide to restaurant options at Annual

by Laura Daily

Even a decade ago, the area immediately surrounding the Anaheim Convention Center was more culinary wasteland than Shangri-La. How times have changed. These days your greatest quandary may be choosing where to dine, so bountiful are the options. “A number of celebrated chefs and restaurateurs are paying attention to Orange County,” says local food blogger Marian Bacol-Uba of marianthefoodie.com. “And it hasn’t yet peaked.”

While dozens of options from fast food to five-star are a short stroll from the convention center, consider venturing further afield. Even a short cab ride to nearby neighborhoods reveals a melting pot of cultures and cuisines, while the Pacific Ocean beckons those who crave surf and turf up close and personal. Bon appétit!

Anaheim Garden Walk

Orange County’s newest oasis of outdoor shopping, dining, and entertainment just keeps growing and growing with more than 55 stores, plus a bounty of dining spots. Even better, it’s a mere two blocks from the convention center.

Bar Louie Anaheim

This casual neighborhood bar boasts a full food menu. Chow down on oversized sandwiches like sesame tuna or bacon and fried egg. Or try any of their killer flatbreads such as the roasted vegetable with spinach



Bubba Gump Shrimp Co. on the Anaheim Garden Walk.

and artichoke sauce. 321 W. Katella Ave., Suite 212. 714-495-4170. barlouieamerica.com. L, D daily. \$\$.

Bubba Gump Shrimp Co.

The restaurant inspired by the award-winning movie *Forrest Gump* serves up shrimp, of course, but also has sandwiches, salads, fresh fish, and ribs. And, no surprise, you can always get a box of chocolates. 321 W. Katella Ave., Suite 101. 714-635-4867. bubbagump.com. L, D daily. \$\$.

Fire + Ice Grill and Bar

No matter your tastes, you’ll find something to suit them at this fun

all-you-can-eat Mongolian barbecue. Choose from an assortment of fresh meats, seafood, vegetables, and sauces, and then have one of the chefs cook it to perfection on the enormous (25-foot-round) grill. 321 W. Katella Ave., Suite 315. 714-808-9757. fire-ice.com. L, D daily. \$\$.

Roy’s Hawaiian Fusion Cuisine

Founded by award-winning chef Roy Yamaguchi, this restaurant brings a taste of the islands infused with European sauces and bold Asian spices. Regulars opt for the mixed plates such as Roy’s Trio and the Shellfish Sampler. You might

also consider the seasonal prix fixe menu with a choice of appetizer, entrée, and dessert. 321 W. Katella Ave., Suite 105. 714-776-7697. roysrestaurant.com. D daily. \$\$\$\$.

Downtown Disney District

Less than one mile from the convention center, Disney has created a vibrant dining and nighttime entertainment zone. So everyone is wearing mouse ears, who cares? You're in the happiest place on earth with plenty of eateries and shops to enjoy and explore.

Catal Restaurant and Uva Bar

Mediterranean-style cuisine, tapas and wine bar. Fine dining upstairs, with more casual dining on the street level. If the weather cooperates, try for a patio table. 1580 Disneyland Dr. 714-774-4442. patinagroup.com. B, L, D daily. \$\$.

House of Blues

Orange County's hottest live music venue and restaurant features Southern-style, Delta-inspired cuisine. The world-famous Sunday Gospel Brunch will have you dancing in the aisles. 1530 S. Disneyland Dr. 714-778-2583. hob.com/anaheim. L, D daily, brunch Sun. \$\$\$.

La Brea Bakery Café

This inexpensive spot is ideal for a quick breakfast, lunch, or dinner. Consider lingering in the evening, as on a clear night it's also a great place to sit and view Disneyland's fireworks show. 1556 Disneyland Dr. 714-490-0233. labreabakery.com. B, L, D daily. \$-\$\$.

Naples Ristorante e Pizzeria

Neapolitan-style, thin-crust pizzas



Napa Rose at Disney's Grand Californian Hotel.

baked in a wood-fired oven, antipasti, pasta, and main-course dishes reflect the flavors of southern Italy. 1550 Disneyland Dr. 714-776-6200. patinagroup.com. L, D daily. \$\$.

Ralph Brennan's Jazz Kitchen

In case you didn't get enough of a taste of New Orleans at last year's Annual Conference, this restaurant combines the French Quarter's dual legacies—food and music. Be sure to try the beignets, a Louisiana version of the doughnut. Three sections offer quick service, casual dining, or fine dining, plus there's live music nightly. 1590 S. Disneyland Dr. 714-776-5200. rbjazzkitchen.com. B, L, D daily. \$\$.

Disneyland

The park itself might get a bad rap for pricey fast food, yet some of the area's finest dining can be found in two of its hotels.

Napa Rose

If you want to splurge, do it here.

Located at Disney's Grand Californian Hotel, Napa Rose boasts more than 40 sommeliers on staff. Executive Chef Andrew Sutton skillfully crafts a creative menu using local, fresh produce, notes Cathy Thomas, food columnist for the *Orange County Register*. "I love the way he balances flavors. His menu always features intriguing appetizers, uniquely California dishes and delicious desserts." 1600 S. Disneyland Dr. 714-781-3463. disneyland.disney.go.com/grand-californian-hotel/napa-rose/. D daily. \$\$\$\$.

PRICE GUIDE

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

\$.....	Under \$10
\$\$.....	\$10-20
\$\$\$.....	\$21-30
\$\$\$\$.....	\$30 and up



The Catch in the city of Anaheim.

Steakhouse 55

With its elegant atmosphere, attentive service, and trademark steaks, Steakhouse 55 inside the Disneyland Hotel will have you falling in love with meat. Taking highest honors is the bone-in rib eye with Steakhouse 55 rub, juicy and cooked to perfection. Pair it with a side order of Chef's Potato Stack au Gratin, guaranteed to be thick and creamy. 1150 Magic Way. 714-781-3463. disneyland.disney.go.com/disneyland-hotel/steakhouse-55/. B, D daily. \$\$\$\$.

City of Anaheim

Orange County may sprawl across 798 square miles, but the city of Anaheim is easily accessible, within 5–10 minutes of the convention center, and can hold its own when it comes to fine dining fare.

Anaheim White House

Make your reservations in advance. This northern Italian restaurant is number one on every area gourmet's

"best of" list. Steamed salmon fillet atop white chocolate mashed potatoes might sound a bit different, but the sweet and savory taste combo is absolutely divine. And, yes, the exterior of this renovated 1909 home is all white. 888 S. Anaheim Blvd.

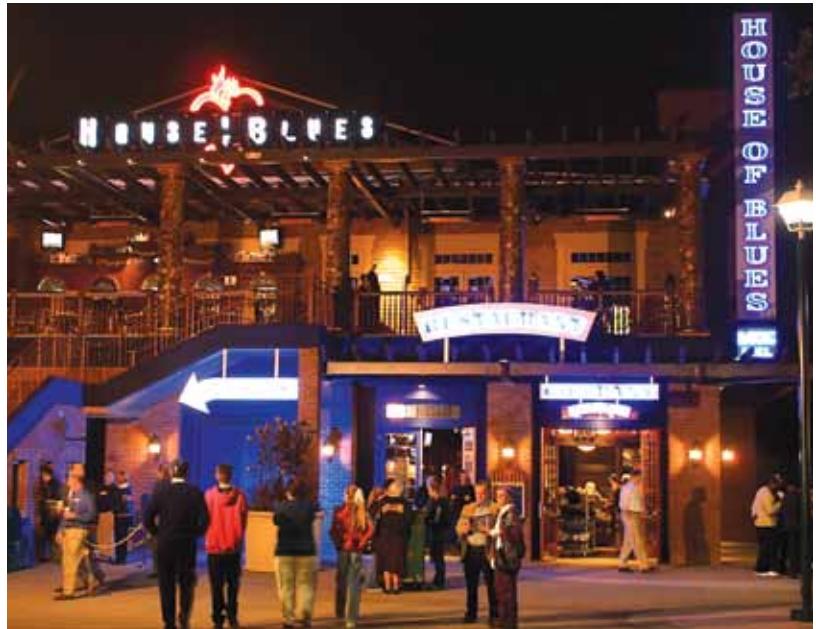
714-772-1381. anaheimwhitehouse.com. L Mon.–Fri., D daily, brunch Sun. \$\$\$\$.

The Catch

Fresh seafood, prime steaks, and thick chops form the core of the menu, but you'll also find more casual fare like the Catch Burger, 12 ounces of Angus beef with all the fixin's on a brioche bun, or the Veracruz Chopped Salad served in an oversized wooden bowl, tossed tableside, and showered with jumbo grilled shrimp. 2100 E. Katella Ave. 714-935-0101. catchanaheim.com. L Mon.–Fri., D daily. \$\$\$.

Mr. Stox

Chef Scott Raczek is a master of meat, not to mention seafood and risotto. The lobster bisque is legendary and a must-try dining experience. A large herb garden and fruit trees on the two-acre property ensure the freshest ingredients make it to the table. If you are celebrating, Mr. Stox will also give you a special signature dessert and write the rea-



House of Blues in the Downtown Disney District.

son or your name artfully on the plate. 1105 E. Katella Ave. 714-634-2994. mrstox.com. L Mon.–Fri., D daily. \$\$\$\$.

Olive Tree

The Little Arabia area is filled with shops, restaurants, ethnic markets, and produce stands, and Olive Tree is the neighborhood's best choice. No tablecloths or fancy decor but a true ethnic joint serving delicious, authentic Middle Eastern food like smoky eggplant dip and marinated grilled whole fish that locals call "heaven on a plate." Gather 13 of your closest friends and preorder a whole roasted lamb with spiced rice and yogurt sauce. 512 S. Brookhurst St. 714-535-2878. L, D daily. \$\$.

The Ranch Restaurant and Saloon

The urban cowboy in all of us will appreciate this saloon and fine-dining restaurant. Executive Chef Michael Rossi cooks from scratch to capture the rustic style of wine country and has a real talent for sophisticated dishes. Try the Skuna Bay salmon or maplewood-smoked free-range chicken. Thanks to Master Sommelier Michael Jordan, the cellar holds 14,000 bottles of wine. If you like live country-western music, the dance hall is the place to do the two-step and West Coast swing. 1025 E. Ball Rd. 714-817-4200. theranch.com. D daily. \$\$\$–\$\$\$\$.

Old Towne Orange

For the feel of old California, Priscilla Willis of She's Cookin' suggests venturing to the nearby city of Orange, which dates back to the 1880s. Today, the Old Towne Historic District contains more than 100 antique dealers, plus tea rooms, art galleries, architectural treasures, and a bevy of tempting eateries.



Catal Restaurant and Uva Bar in the Downtown Disney District.

Avila's El Ranchito

This family owned and operated restaurant is the place for traditional Mexican food. Specialties include Mama Avila's Chicken Soup, authentic botanas, burritos, fajitas, and fresh tortillas made while you wait—and the wait will seem especially short while sipping a pomegranate margarita. 182 S. Orange St., Orange. 714-516-1000. avilaselranchito.com. L, D daily, brunch Sun. \$\$.

Bruxie

A waffle sandwich? Yes it sounds ridiculous, but to food blogger Bacol-Uba, it's the best street food around. The "Bruxie" is unlike any waffle offered: light, crisp, yeasty, and not sweet. What's your pleasure—BBQ pulled pork, albacore tuna melt, or maybe smoked salmon slathered in dill cream cheese? Regardless of choice, your mouth will thank you. 292 N. Glassell St., Orange. 714-633-3900. bruxie.com. B, L, D daily. \$.



AnQi in the South Coast Plaza.

Haven Gastropub

House-cured salmon, roasted spaghetti, and housemade potato chips soaked in beer all make their way onto the upscale pub food menu. Chef Greg Daniels loves working with every part of livestock so don't be surprised to find the likes of rabbit liver, pig's ear, or lamb neck. Willis praises the signature Haven Burger as well as the mac 'n cheese with black truffles. Wash it all down with a whole line of craft beers. 190 S. Glassell St., Orange. 714-221-0680. havengastropub.com. L, D daily. \$\$.

Rutabegorz

Rutabegorz is known for its healthy menu that doesn't sacrifice taste or break the bank. Great soups, wraps, smoothies, and salads, such as garlic chicken salad with a homemade balsamic vinaigrette. Popular, with the lines to prove it, but worth the wait. 264 N. Glassell St., Orange. 714-633-3260. rutabegorz.com. L, D Mon.–Sat. \$.

South Coast Plaza

One of the few places in the world that rivals Rodeo Drive, South Coast Plaza is not just a shopping mall, but a destination. This upscale shopping center spans 128 acres with 250 luxury boutiques (Prada, Carti-

er, Tory Burch, Louis Vuitton, and Chanel all call it home) and department stores, 30 restaurants, and four performing arts venues.

AnQi Gourmet Bistro & Noodle Bar

One of Bacol-Uba's favorites. The menu is Asian with an emphasis on Vietnamese spices. Dishes are healthy and light, packing a lot of flavor. AnQi is famous for its garlic noodles and sushi, as well as salt-and-pepper calamari, summer rolls, and Fashionably Late Friday—a late-night happy hour starting at 10 p.m. that features half-price, handcrafted cocktails like the Viet-Jito and the Pink Lotus martini. 3333 S. Bristol St., Costa Mesa. 714-557-5679. anqibistro.com. L, D daily. \$\$\$.

Antonello Ristorante

Since 1979, Antonello's has been taking diners on a journey to the Old World with its extensive menu of traditional Italian cuisine, along with more than 700 wine selections.



Las Brisas in Laguna Beach.

Entrées may be crafted by the chefs, but the influence of owner Antonio Cagnolo's mother, Mama Pina, is ever-present. 3800 S. Plaza Dr., Santa Ana. 714-751-7153. antonello.com. L Mon.–Fri., D Mon.–Sat. \$\$\$\$.

Marché Moderne

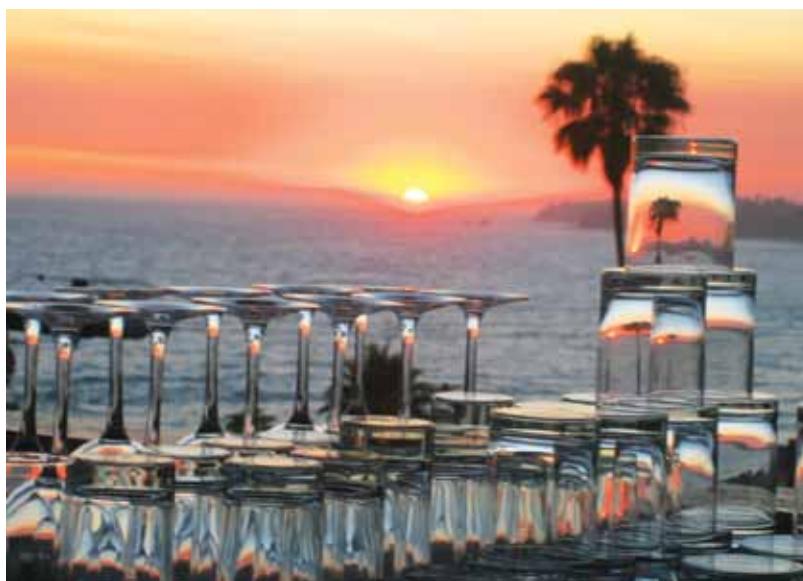
It doesn't get any more French than this lovely bistro inside South Coast Plaza. Chef Florent Marneau changes his menu with the seasons, but true to his roots you may find everything from foie gras or coq au vin to pork belly confit or braised rabbit. Keeping it in the family, Marneau's American-born wife Amelia is pastry chef. No matter the dessert choice, expect delicious. Reservations strongly suggested. 3333 Bristol St., Costa Mesa. 714-434-7900. marchemoderne.net. L, D daily. \$\$\$\$.

Scott's

Locals attending shows at the Orange County Performing Arts Center (or looking for a way to cap off a successful shopping spree) flock to Scott's for its fresh seafood, prime-aged steaks, and an extensive wine list. 3300 Bristol St., Costa Mesa. 714-979-2400. scottsrestaurantandbar.com. L, D daily. \$\$\$.

On the Waterfront

You've come this far, so it would be a crime not to at least dip a toe in the Pacific Ocean. Some of Orange County's most popular restaurants reside in its chic beachfront communities. Pair fine food with sandy expanses of beach and fresh sea air and you have the recipe for a perfect night on the town. Depending on the time of day, it could take you 45 minutes to get here from Anaheim, but the payoff is big.



The Rooftop Lounge in La Casa del Camino in Laguna Beach.

21 Oceanfront

Situated in a historic building on Newport's boardwalk with a breathtaking ocean view and opulent decor, 21 Oceanfront features some of the freshest seafood and prime-aged beef along the coast. You won't find a better spot for people watching. 2100 W. Oceanfront, Newport Beach. 949-673-2100. 21oceanfront.com. D daily. \$\$\$\$.

Las Brisas

This landmark building in Laguna Beach since 1938 overlooks the picturesque coast and the Pacific Ocean. It serves fresh seafood and authentic Mexican dishes inspired by the sun-drenched resorts of the Mexican Riviera. 361 Cliff Dr., Laguna Beach. 949-497-5434. lasbrisaslagunabeach.com. B, L Mon.–Sat., D daily, brunch Sun. \$\$\$.

The Rooftop Lounge

Perched atop La Casa del Camino hotel, the Rooftop Lounge offers a front row seat for a spectacular sunset. Indulge in appetizers (all

designed for two) and California casual cuisine during one of the best happy hours around, with signature fresh-fruit Mojitos. Bacol-Uba recommends the Hawaiian Ahi Poke and Guava BBQ meatballs. 1289 South Coast Highway, Laguna Beach. 949-497-2446. rooftoplagunabeach.com. B Sat.–Sun., L daily, happy hour Mon.–Fri. \$\$.

Reservations Please

Can't decide where to dine? Your first choice should be the Restaurant Reservations Desk inside the Anaheim Convention Center across from Hall B. Here you'll find more than 150 current menus along with knowledgeable staffers who have spent many a day and night sampling their way across the Orange County culinary landscape. Not only can you pick up recommendations and maps, but they'll also make reservations for you. Do-it-yourself types can use the free direct-dial phones. ■

LAURA DAILY is a travel writer and executive editor of *livingonthecheap.com*.

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

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

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

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

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

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



Library Champions — \$10,000 and more



DOLLAR GENERAL

Richard W. Dreiling, CEO

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

www.DollarGeneral.com



FINRA
Investor Education
FOUNDATION

Richard G. Katchum, Chairman

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

www.finrafoundation.org

Library Champions — \$5,000 and more



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George Coe, President, Baker & Taylor Institutional

Baker & Taylor's products and services are designed with you, our customer, in mind. We have more than 180 years of experience serving libraries around the world. Since 1828, we have brought libraries the widest range of product offerings in the industry, as well as value-added and customized services to meet your needs, and ultimately, the needs of your patrons. Today, we are committed to developing new products, programs and services that are in-step with today's technology and the changing needs of you and your patrons. By providing superior service and support, we are helping to ensure that your library remains a champion in your community.

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

www.titltales.com / www.titlewave.com



BT&S

Bob Sibert, President

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

www.btsb.com



CWP
CANDLEWICK PRESS

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

www.candlewick.com



**BRO
DART**

Joe Largent, President & Chairman of the Board

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

www.brodart.com



**THE COMBINED
BOOK EXHIBIT**

Jon Malinowski, President

The Combined Book Exhibit began in 1933 as the original Book Mobile, providing a venue for librarians to find new books and make wise decisions with their limited funds during the Great Depression. Today, The Combined Book Exhibit has a rich history as a staple at over 25 shows each year, where librarians and educators can relax while searching through the vast CBE collection of small, medium and large presses. With their sister company, The American Collective Stand, The Combined Book Exhibit is not only a venue for librarians to see new books, but a venue for publishers to display their books worldwide.

www.combinedbook.com

INVESTING IN AMERICA'S LIBRARIES



DEMCO®

Mike Grase, President

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

www.demco.com



GALE CENGAGE Learning®

Ron G. Dunn, President & Chief Executive Officer

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

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

gale.cengage.com



ReferenceUSA® from Infogroup

Steve Laird, President

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

www.ReferenceUSA.com



EBSCO

Allen Powell, President, EBSCO Information Services

EBSCO would like to salute the library community and the good works being accomplished by librarians worldwide. Our association with ALA and other information and standards organizations allows us to actively participate in the ongoing discourse among libraries, publishers, and vendors. It also gives EBSCO the opportunity to contribute to various sponsorship and scholarship programs created to subsidize continuing education and conference attendance for librarians.

We believe it is important to invest in professional development for new and emerging librarians. Our goal is to promote librarianship and see libraries flourish throughout the world. EBSCO's services for complete e-resource management and discovery are a natural extension of the print subscription support we've provided for more than 65 years. Thank you for the opportunity to work together.

www.ebsco.com



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

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

www.elsevier.com



Gaylord

Gay Marheszka, CEO

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

www.gaylord.com

Highsmith®

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

www.highsmith.com



INGRAM

Rich Roy, Vice President/General Manager

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

www.ingramcontent.com



Innovative interfaces

Jerry Kline, CEO & Chairman

Innovative creates cutting-edge products that allow libraries to succeed in a modern technology environment and the freedom to implement solutions that best meet their specific needs. The company's versatile and market-leading solutions include: the Sierra Services Platform, the Millennium ILS, the Encore Synergy discovery application, Electronic Resource Management, and INN-Reach resource sharing. An established company with a vision for the future, Innovative connects with thousands of libraries of all types in over 50 countries. Innovative's commitment to service is reflected by its 24/7/365 Help Desk, Innovative University, and the GSDirect Web support center. The company is located in Emeryville, California with offices around the world.

www.iii.com



ExLibris

The bridge to knowledge

Matti Shem Tox, President & CEO

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

www.exlibrisgroup.com

Building public awareness for libraries: atyourlibrary.org

With support from ALA's Library Champions, ALA's public awareness website, atyourlibrary.org, continues to grow.

Recent articles include those on how to pay for college, teen photography, crafting effective cover letters and financial education.

In addition to regular content, the site hosts initiatives to engage visitors, such as a "6-word story" contest on Twitter during National Library Week. Visitors also were encouraged to submit a story about their experience with libraries through the site's story collection web page. Pageviews and number of site visits more than doubled compared with National Library Week 2011.

The website was designed for the general public – library users and non-users – and aims at increasing the use of libraries by people of all ages. The goal is to provide information and recommended resources that everybody can take advantage of at their local library.



INVESTING IN AMERICA'S LIBRARIES



Jude Hayes, Manager of Consortia Sales, Academic & Library Solutions
LexisNexis Academic & Library Solutions provides students, faculty and public library patrons with unparalleled access to business, legal and news information from the most credible sources available through its portfolio of online resources – LexisNexis Academic for colleges and universities, LexisNexis Scholastic for K-12, LexisNexis Library Express for public libraries and lexis.com for paralegal studies programs. We design products with the goal of simplifying and ensuring successful research for students, faculty, knowledge workers, and librarians. In our quest to create truly useful products, we rely on librarians for their support, candor, and feedback. We hope that librarians realize they can rely on us, too; supporting the ALA Library Champions program is merely one way we hope to demonstrate our unwavering commitment to the profession.

www.LexisNexis.com



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

www.lssi.com

Thank you Library Champions!



Jonathan Worrall, CEO
As a proud member of the Library Champion family, Mergent is pleased to offer our strong support of the American Library Association. Founded in 1900, Mergent operates one of the longest continuously collected databases of descriptive and fundamental information on domestic and international companies; pricing and terms and conditions data on fixed income and equity securities; and corporate action data. Mergent's unique history has enabled it to be an innovative leader in easy-to-use, powerful information tools that combine functionality with the latest in technology. In addition, Mergent's Indxis subsidiary develops and licenses equity and fixed income investment products based on its proprietary investment methodologies. Our licensed products have over \$5 billion in assets under management and are offered by major investment management firms.

www.mergent.com



Joe Mansueto, Chairman, Founder & CEO
It is a pleasure to partner with an organization that looks for better ways to serve people. We at Morningstar are proud to be Library Champions and to support the American Library Association. Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Our goal is to offer products that improve the overall investment experience for individual investors, financial advisors, and institutions. Founded more than 25 years ago, we continue to evolve and expand our products. We're committed to delivering world-class investment research and services to people around the globe.

www.morningstar.com/goto/mirc



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

www.oclc.org



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

www.polarislibrary.com



Kurt Sanford, CEO
In 1938, ProQuest began a partnership with libraries to connect individuals to the world's knowledge: the great books, articles, ideas, and news destined to spark new wisdom and action. Over the years, we have evolved together through changing technologies, fluctuating economies, and end-user vagaries. We've watched information rise to cloud-level and collections float beyond walls. And here we are... still partners in our joint goal of connecting people with authoritative information that can illuminate, educate and excite. At ProQuest, we relish this partnership with libraries and librarians. We invest in library education, recognize educators who enthrall the next generation of librarians, and support MLS programs with free resources. If we're being measured by the company we keep, we are truly honored to be called Library Champions.

www.proquest.com



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

www.rlpbooks.com



Blaise R. Simpu, President & CEO
Librarians stand at the forefront of the information revolution. SAGE stands beside them. For more than 45 years, SAGE has consulted and conferred with librarians to help meet the ever-changing needs of library patrons. Through our Library Advisory Group at the ALA Annual Conference, SAGE representatives and librarians exchange ideas, discuss initiatives, and plan strategies for the future that will enhance the library experience for the millions who depend on these vital institutions. SAGE shares with librarians a passion for information that shapes and betters the world and value the critical role that librarians play in promoting literacy, learning and culture. SAGE was founded on the idea that engaged scholarship lies at the heart of a healthy society. Today SAGE is a global, growing group of companies, including the addition of CQ Press to the SAGE family. SAGE is privileged to further this vision as a Library Champion.

www.sagepublications.com

National Library Week Honorary Chair Brad Meltzer Speaks Out for Libraries

In an op-ed in the *The Huffington Post*, author and National Library Week Honorary Chair Brad Meltzer spoke out for libraries, saying that he counts school librarians among his heroes. In addition to the op-ed, a full page print public service announcement (PSA) featuring Meltzer appeared in the April 2 issue of *TIME* magazine and in other publications with national reach.

The total circulation for the publications is 5.4 million, and the donated ad value is more than \$400,000.

Previously involved in ALA's Our Authors, Our Advocates initiative, Meltzer has said, "Without librarians, I wouldn't be a writer today."



INVESTING IN AMERICA'S LIBRARIES



Richard Robinson, Chairman, President, & CEO

Scholastic is proud to once again join the ALA in championing the important role school and public libraries play in providing all children and young adults access to books, research, and technology.

As a long-time supporter of ALA, we believe in the importance of libraries as a valuable resource for improving student achievement and life-long learning. Through Scholastic Library Publishing, we continue to respond to the needs of libraries by developing print and digital products through our well-regarded print brands of Children's Press and Franklin Watts, and our digital brands of *Grolier Online*, *BookFlix* and *TrueFlix*. We are proud to provide libraries with the resources they need to prepare our children for the future.

www.scholastic.com/librarypublishing



Edwin Buchhalter, Chairman

If the future of world civilization lies with education, then it is unacceptable that any country should fail to educate its children (and in some cases adults) to read and write and to introduce them to the pleasures of gaining knowledge and experience through reading. Libraries reinforce teaching and open wide horizons to all, irrespective of their background. At a time of budget cuts and economic difficulties it is critical for the ALA to maintain its support for The Campaign for America's (and the World's) Libraries. I am delighted that Severn House's contribution demonstrates our ongoing willingness to support library advocacy via the Champion program, which in turn helps produce a balanced society - and its future leaders in the community.

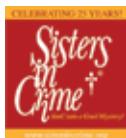
www.severnhouse.com



Gary M. Rautenstrauch, Executive Chairman

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

www.sirsidynix.com



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

www.sistersincrimenetwork.com



Derk Haank, CEO

Springer Science+Business Media is proud to be one of the world's leading scientific publishers. The science that fills the pages of the more than 7,000 books and 2,000 journals we publish each year is important to researchers and students around the globe. But it would not be available to them were it not for our library and librarian partners. Springer is constantly focused on how to improve the ways in which readers get a hold of the information they need, when and where they need it. We have recently embarked on a number of initiatives that do just that, making it easier than ever for our customers to find content. The worlds of science and publishing are exciting and dynamic places to be today, and Springer is delighted to be a part of both. But without the help of libraries and librarians, we would not be able to meet our mission to further knowledge and understanding. So on behalf of the more than 6,000 Springer employees across the globe, thank you.

www.springer.com/librarians



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www.netadvantage.standardandpoors.com



José Luis Andrade, President, Swets North America

Swets is focused on improving the delivery and use of knowledge from your library. We provide you with the most effective solutions by combining people, data and technology. Our innovative solutions address Decision Support, enabling Research Productivity and Collaboration, and ensuring the overall success of your library.

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Chris Kibarion, President - IP & Science

Thomson Reuters is proud to be a part of the American Library Association's Library Champions program. We recognize the contributions our nation's libraries and librarians make toward strengthening science and scholarship in the United States. Thomson Reuters works with over 5,600 academic institutions to provide research solutions from Web of Knowledge, Web of Science to EndNote. In all cases, libraries remain at the forefront of advancing knowledge exchange in a rapidly changing world, and we value opportunities to increase public awareness.

www.thomsonreuters.com



Annette Harwood Murphy, President & CEO

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

www.TLCdelivers.com



Dr. Vinod Chaudhri, President

VTLs started in the library automation business in 1975. Consistently in the forefront of library automation and information technology, VTLs has provided innovative software, custom solutions, and superior service to the library community in 45 countries. VTLs' Virtua now supports RDA and FRBR, RDA compliant cataloging tools and user interfaces are provided in the Virtua ILS and custom Drupal modules are available for both Virtua and VITAL digital asset management software. Maintaining a steadfast commitment to development and customer service, VTLs devotes 40 percent of its resources to research and development and another 30 percent to customer support. VTLs' growth testify not only to the success of its corporate vision but also to the fulfillment of its mission to develop, market, and support exceptional library automation products.

www.vtls.com

Connect with your kids @ your library

With support from ALA's Library Champions, more than 80,000 Connect with your kids @ your library Family Activity Guides and more than 1 million Connect with your kids bookmarks have been distributed across the country at summer reading programs, local Head Start outlets, the National Head Start Association Conference, at library story time and other early literacy programs.

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

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

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



Currents

- In July, **Norma Blake** will retire as New Jersey state librarian.
- In January, **Cindy Bonaro** retired as managing librarian at Pierce County (Wash.) Library System's University Place branch.
- February 21 **Laurie Collins** left Newbury Town Library in Byfield, Massachusetts, to become children's librarian at Ipswich (Mass.) Public Library.
- **Howard Dodson** began as director of Howard University Libraries and its Moorland-Springarn Research Center in Washington, D.C., February 6.



Edward Garcia



Heather Heckman



Lydia Pappas

- March 2 **Edward Garcia** became director of Cranston (R.I.) Public Library.
- **Martín Gómez** began as vice dean of University of Southern California Libraries in Los Angeles April 2.
- In January, **Tim Hagen** began as director at Tiffin-Seneca (Ohio) Public Library.
- January 3 **Heather Heckman** began as assistant director of Moving Image Research Collections at the University of South Carolina in Columbia.
- **Katy Hepner** recently became youth services librarian at St. Tammany Parish (La.) Library's Mandeville branch.
- **Corinne Hill** is now director of Chattanooga (Tenn.) Public Library.
- In February, **Carolyn Hopkins** retired as children's librarian at Orange County (Calif.) Public Libraries' Dana Point branch.
- **Lenoir C. "Lee" Kesler** begins as chief executive officer at Charlotte Mecklenburg (N.C.) Library July 1.
- In June, **Jeanne Kelley** retires as director of Framingham (Mass.) Public Library.
- March 26 **Karen Keninger** began as director of the National Library Service for the Blind and Physically Handicapped at the Library of Congress.
- In January, **Alex Kyrios** began as metadata and catalog librarian at University of Idaho in Moscow.
- **Felice Maciejewski** is university librarian at Dominican University's Rebecca Crown Library in River Forest, Illinois.
- February 21 **Kathleen Marszycki** began as director of Granby (Conn.) Public Library.
- June 1 **Mary Ann Mavrinnac** begins as vice provost and Andrew H. and Janet Dayton Neilly dean of River Campus Libraries at the University of Rochester, New York.
- In January, **Celina Nichols** left Clemson (S.C.) University Libraries as government documents and parks, recreation, and tourism management librarian.
- June 11 **Kent Oliver** begins as director of Nashville (Tenn.) Public Library.

CITED

- **Alma Dawson**, faculty member at Louisiana State University's School of Library and Information Service in Baton Rouge, received the Louisiana Library Association Meritorious Service Award. She recently served as director of the Institute of Museum and Library Services-funded Project Recovery, which recruited and educated 30 new librarians for southern Louisiana.
- **Trevor Dawes**, director of the Circulation Services Division, Princeton (N.J.) University, received the 2012 Distinguished Service Award from the New Jersey Library Association College and University Section/Association of College and Research Libraries New Jersey Chapter.
- President Barack Obama announced his intent to nominate **Luis Herrera**, city librarian at San Francisco Public Library, and **Suzanne E. Thorin**, dean of libraries and university librarian at Syracuse (N.Y.) University, to the National Museum and Library Services Board, as well as Karen L. Jefferson, records manager at Atlanta University Center's Robert W. Woodruff Library, to the National Historical Publications and Records Commission.
- **Melissa L. Lambert** is the first recipient of the Vera May Barnes Zubrzycki Scholarship from Dominican University's Graduate School of Library and Information Science in River Forest, Illinois.

OBITUARIES

■ In January, **Michael Packard** began as director of Tredyffrin Township (Pa.) Libraries.

■ **Lydia Pappas** began as assistant director of Moving Image Research Collections at University of South Carolina in Columbia January 3.

■ January 9 **Donna Pesce** began as teen librarian at Chappaqua (N.Y.) Library.

■ February 27 **Travis Porter** became manager of Ada Community Library's Victory branch in Boise, Idaho.

■ February 9 **Melissa Redekopp** left as youth librarian at Thomas-WilHITE Memorial Library in Perkins, Oklahoma.

■ In January, **Linda Sickles** retired as director of Orion Township (Mich.) Public Library.

■ January 22 **David W. Singleton** became director of libraries at Charlotte Mecklenburg (N.C.) Library.

■ January 1 **Jennie Stapp** began as Montana State Library director.

■ **James M. Tucker** retired as dean of library and student learning support services at Fresno (Calif.) City College in December.

■ February 29 **Terri Wear** retired as manager of Ada Community Library's Victory branch in Boise, Idaho.

■ **Jackie Webster** began as director of Jensen Memorial Library in Minden, Nebraska, February 27.

■ **Richard S. Barrows**, 91, retired chief librarian for the Navy Department in Washington, D.C., died January 27 of pulmonary fibrosis and complications related to Parkinson's disease. He was chapter president of the American Association of Law Librarians from 1964 to 1966. Barrows also served as assistant professor of law and law librarian at Montana State University in Missoula.

■ **Teresa Cook**, 65, former library manager at Bedford (Va.) Public Library System's Moneta/Smith Mountain Lake branch, died January 27 following a brief illness. After her retirement in 2010, she returned to serve in the library as a substitute librarian.

■ **Maxine Kortum Durney**, 90, retired librarian at Petaluma (Calif.) Public Library and leader in the Sonoma County, California, environmental community, died January 24 in her home. Durney also served as librarian in Red Bluff, Fremont, and Santa Rosa.

■ **Artemisia Junier**, 90, retired director of the Veterans Hospital Library in Tuskegee, Alabama, died in February. She was the author of several histories of Prince Hall women's organizations and was steadfast in preserving the history of African-American women's fraternal and benevolent organizations.

■ **Dorothy G. Mill**, 102, children's librarian in public libraries in Torrington, Casper, and Loveland, Colo-

rado, died January 10 in her sleep after a brief illness. She also drove the bookmobile for the Oceanside (Calif.) Public Library in the 1950s.

■ **Alice Moulton**, 100, former head of circulation at University of Toronto's Robarts Library in Ontario, Canada, died January 25. She orchestrated the transfer of more than one million books from the old Sigmund Samuel Library in 1973 to the new Robarts Library after its completion. The Alice Moulton Reading Room at the former Samuel Library, now the Gerstein Science Information Centre, was named in her honor.

■ **Patsy Stann**, 67, retired law librarian for the law firm of Pillsbury Winthrop Shaw Pittman, specializing in intellectual property law, died January 21 from cancer and osteomyelitis. She also worked for the former firm of Cushman Darby and Cushman in Washington, D.C.

■ **Judith Steepleton**, 93, former director of library and media services for the Portage (Mich.) School District and librarian for the Portage Middle School, died January 8. She was a member of ALA's Association for Library Service to Children Newbery/Caldecott National Book Selection Committee in 1976 and was named Michigan's Librarian of the Year in 1981. In 1988, Steepleton founded the United Methodist Church Library in Fairfield Glade, Tennessee. The church library was renamed in her honor in January 2011.

At ALA

■ March 1 **Tom Ferren** left ALA as senior registration coordinator, Member and Customer

Service Department.

■ **Annie McCormick**, editorial assistant, *Booklist*, left ALA February 28.

■ May 21 **Kathy Rosa**

began as director, Office for Research and Statistics.

■ **Jazzy Wright** began as press officer for the Washington Office April 13. ■

Send notices and color photographs for *Currents* to Pamela A. Goodes, pgoodes@ala.org.

Make Room for Homeschoolers

Children educated at home can help make a library more fantastic by Abby Johnson

Did you know there were an estimated 2 million home-educated children in the United States in 2010, according to a report from the National Home Education Research Institute? And that number is increasing by 2%–8% each year. That's almost 4% of all school-age children in this country. Do the math for your service area and you may be surprised.

In Floyd County, Indiana, there is a substantial homeschooling population, and many of them visit the library regularly. I knew I wanted to provide programming for the homeschooling community, but how to start? I read Adrienne Furness's excellent *Helping Homeschoolers in the Library* (ALA Editions, 2008) and followed her advice by talking to our homeschooling families.

The first step was to bring ideas to them, including a homeschool science fair, a spelling bee, a book club, and storytimes. We learned that many of these programs were already offered in the homeschooling community and that we would need to tailor programming to a variety of ages. Our homeschoolers were also able to tell us on what days regular community activities—such as Cub Scouts, 4-H meetings, etc.—were already scheduled.

We decided our first program would be a library tour and scavenger hunt to introduce new families to the library and promote our resources. Next, it was time to get the word out.

In addition to distributing a news release, we mentioned the program to homeschooling families that visited the library, put signage near the parents' shelves in our children's room, and sent information to all the local homeschool groups and discussion lists. Joining local homeschool discussion lists helps me promote library programs and keeps me aware of homeschooler issues as well as what books parents have recommended.

In January 2010, we started a monthly program for homeschoolers called Fantastic Friday. Sometimes the group splits up to offer an activity for younger kids and another one for older kids. On other Fridays, the whole group is together.

On days when the group is divided, we often do a storytime and a craft project on a seasonal topic for the younger kids. Programs have run the gamut—bug stories and coffee filter butterflies, winter stories and Styrofoam snowmen, superhero stories and superhero flip books, and Native American folk tales and paper towel tube totem poles, and more. Older kids have enjoyed database workshops, book discussions, book spine poetry, and a tour of the local art museum's Underground Railroad exhibit. Whenever we need more ideas, we ask the homeschoolers.

One of the most successful programs was the September Back to

Homeschool Party, where children partied while parents met and swapped homeschooling ideas.

Homeschooled teens helped supervise while younger kids enjoyed crafts, snacks, video games, toys, and books. While kids were having fun in our meeting room, I met with parents to promote library resources, and then took notes about materials parents suggested

to one another.

Fantastic Fridays has connected the library with the homeschooling community. Not only are we now serving this previously underserved group, but homeschooling families are giving back to the library. Parents have gone on to serve on the library's Community Planning Committee during strategic planning development. Homeschooling teens volunteer at some children's programs, and one family volunteered to videotape and edit a summer reading club video by the teen advisory board. Some homeschooling parents help with our collection by noting which books have gone missing or by suggesting series or titles that have curriculum connections.

Having homeschoolers in the library definitely makes our library more welcoming to all. ■



Email lists help keep our library aware of suggested books and issues within the homeschooling community.

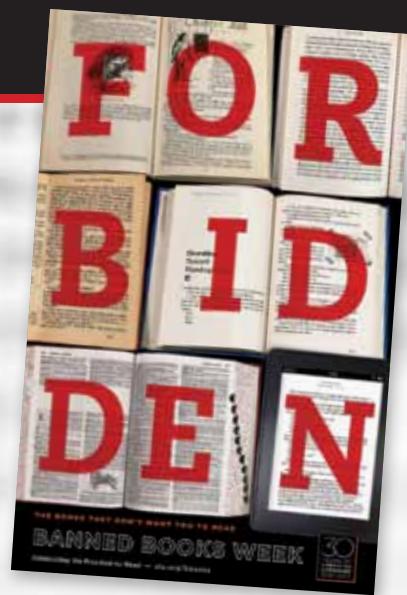
ABBY JOHNSON is children's services/outreach manager at New Albany–Floyd County (Ind.) Public Library. Find her on the web at www.abbythelibrarian.com.

CELEBRATE 30 YEARS of the Freedom to Read!

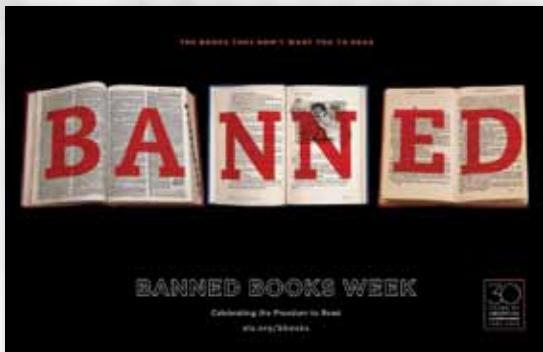
Banned Books Week September 30-October 6, 2012

Behold the power of the forbidden word and support the 30th anniversary of Banned Books Week this year with a captivating design. Banned Books Week highlights the benefits of free and open access while drawing attention to the harms of censorship by spotlighting actual or attempted bannings of books across the United States. Celebrate Banned Books Week in your school or library with the help of these new posters, bookmark, T-shirt, button, and resource materials. Librarians, teachers, booksellers, and community leaders can use this significant week to emphasize the importance of the First Amendment and the power of uncensored literature.

For more information about Banned Books Week, please visit www.ala.org/bbooks.



2012 Forbidden Books Poster



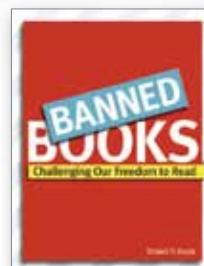
2012 Banned Books Poster



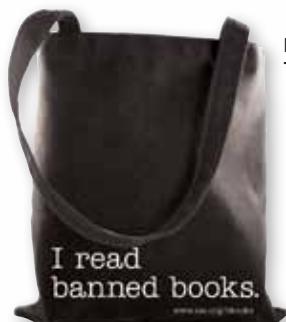
2012 Banned Books Button



2012 List of Banned Books



Banned Books: 2010 Resource Guide



I Read Banned Books Tote Bag



2012 Banned Books Week Bookmark



2012 Banned Books Week T-shirt

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

Banned Books Bracelets



Spring Libraryland Tour

A roundup of some of the happenings at library conferences throughout the country

by David Lee King and Michael Porter

Our mission with Outside/In has been to take useful ideas from the larger world of trends (outside) to see how they apply to libraries (in). In that vein, we're bringing you a roundup from our spring Libraryland conference tour:

Librarians at SXSW

Michael received an invitation to speak at the 2012 SXSW Interactive conference in Austin, Texas, on a panel titled "Making Stories:

Libraries and Community Publishing." He joined Amy Buckland of McGill University in Montreal, Char Booth of Claremont (Calif.) Colleges Library, and Nate Hill of San José (Calif.) Public Library to discuss the ways in which libraries are community-

minded, technologically aware, and interested in preserving local cultural heritage. We also discussed how some libraries are taking the "maker" ethic to explore the ways in which libraries can help their communities disseminate their own news, write their own stories, and even venture into publishing. Listen to the recording of that session at bit.ly/HeIrAo.

For those in the library field, SXSW Interactive is a great place to get feedback about projects from a

variety of outside experts, particularly on projects related to technology. Some highlights included listening to Smashing Pumpkins frontman Billy Corgan speak frankly about the future of music publishing, meeting O'Reilly Media founder Tim O'Reilly, and talking with various vendors from outside library conferences. Hopping on the tricked-out *Wired* magazine party bus at 11 p.m. for karaoke, drinks, and nerdy conversation was pretty cool, too.

Roughly 90 librarians attended SXSW Interactive. Another high point



One highlight from SXSW Interactive

was listening to Smashing Pumpkins frontman Billy Corgan speak frankly about the future of music publishing.

was hearing consultant Carson Block's session, "The Great Library Swindle: Your Rights Are at Risk," which was picked up by *Time* magazine's tech blog. The session discussed what would happen if those who seem hell-bent on library destruction got their way. For example, if the library disappears, who will really defend the right to confidentially access free information?

PLA: E-Content

The PLA National Conference, which is held every two years, was a whirlwind of librarians, ideas, meetings, presentations, and inspiration. Ebooks and e-content were hot topics of conversation. Read the *American Libraries* summary on page 30.

Computers in Libraries

Both of us attended CIL 2012 and taught a three-hour preconference workshop about making videos for libraries. Video on the web changes quickly, so this workshop kept us on our toes—plus, it gave us an excuse to watch tons of great (and not so great) Libraryland videos.

Here are three we made on how to create videos for your library. We played these at the workshop:

■ 5 Tips for Editing Videos (bit.ly/HWR03F)

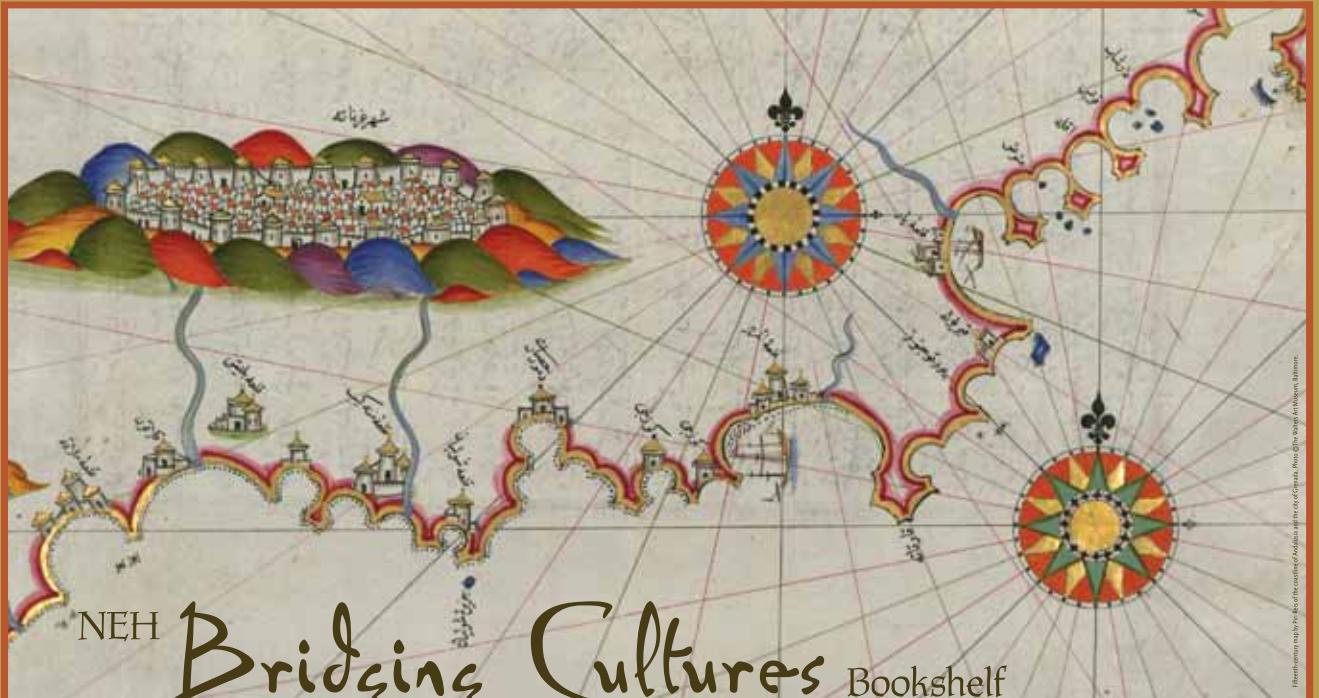
■ 5 Tips for Video: What to say, and how to look good saying it (bit.ly/HWRB5D)

■ 5 Tips on Video Cameras and Lighting (bit.ly/HR918g)

Finally, here's a bonus video from comedian Louis C. K.: "Everything Is Amazing and Nobody Is Happy" (bit.ly/HyBdJR). In it, the comedian talks about how we tend to complain about innovations such as airline travel, all the while forgetting how remarkable reality can sometimes be (like being able to fly through the air). To us, this serves as a reminder that even as we struggle to keep up with technology in libraries, we truly live in amazing times. ■



DAVID LEE KING is digital branch and services manager for Topeka and Shawnee County (Kans.) Public Library. **MICHAEL PORTER** is currently leading the effort of the e-content-centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.



NEH Bridging Cultures Bookshelf

Muslim Journeys

Public libraries, community college and academic libraries, and state humanities councils are invited to apply **June 15–September 25, 2012**, for the **Bridging Cultures Bookshelf**, a collection of 20 books selected with the advice of scholars and librarians to help public audiences in the United States become more familiar with the people, places, history, faith, and cultures of Muslims around the world, including those within the U.S.

In December 2012, up to 1,000 libraries will receive the *Muslim Journeys* collection, as well as bonus resources to support programs for public audiences, including access to thematic essays, discussion questions, podcasts, and film and video content.

For more information, including book titles and resources to help begin your application, visit www.ala.org/programming/muslimjourneys or www.neh.gov/divisions/bridging-cultures.

Muslim Journeys is presented by the National Endowment for the Humanities in cooperation with the American Library Association. Support for this program was provided by a grant from Carnegie Corporation of New York.

Apply online
June 15 – September 25, 2012

Free books
for libraries



Librarian's Library

Building the Shelfless Library

by Karen Muller

A few days ago, a Finnish librarian I know posted a picture on Facebook of several people reading while riding public transportation. Only one person was reading a physical book, and my friend mused about the future of libraries. Ever the optimist, I suggested to her that the future will involve librarians providing virtual reference, ebook lending, access to databases, and physical support for necessary technology. While I firmly believe we'll have brick-and-mortar libraries with hard-copy books on the shelves for quite some time, I—like most of us—know that library service is changing.

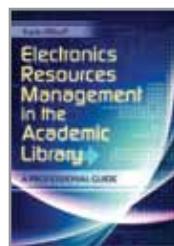
To help us prepare for these transformations, this issue's roundup offers information on books that can offer guidance.

In *No Shelf Required 2: Use and Management of Electronic Books*, Sue Polanka, author of a popular blog on ebooks called *No Shelf Required*, has assembled 16 essays that address practical aspects of integrating electronic books into our collections. Several of these essays are case studies of how libraries have created innovative programs using ebooks, such as establishing creative zones for patron publishing. Other essays touch on such traditional library issues as preservation and weeding. These

essays will not be the last word, so there is even an essay on how to experiment and continue to learn about these new formats.

INDEXED. ALA EDITIONS. 272 P. \$65. PBK. 978-0-8389-1145-7 (Also available as an ebook.)

In *Electronics Resources Management in the Academic Library: A Professional Guide*, Karin Wikoff explains what skills are needed to manage the growing repositories of electronic resources. The author, who is the electronic and technical

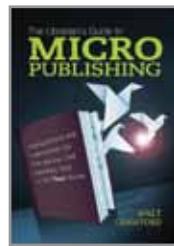


services librarian at Ithaca (N.Y.) College Library, goes beyond ebooks, focusing on the subscription databases that offer full-text

options and e-journals. Wikoff also covers how to provide authenticated access, evaluate licensing, track use, and develop evaluative mechanisms.

INDEXED. LIBRARIES UNLIMITED. 137 P. \$40. PBK. 978-1-61069-005-8 (Also available as an ebook.)

Walt Crawford's *Librarian's Guide to Micropublishing: Helping Patrons and Communities Use Free and Low-Cost Publishing Tools to Tell Their Stories* incorporates the author's experience with library technology over several decades and his



extensive publishing in both print and online forms, through his web journal, *Cites & Insights*. People have always been in-

terested in telling their story or capturing their family histories to pass along to future generations. Many times people have turned to their library as they create or discover their history, and it should be no surprise that they will often turn to the library for help in publishing their work. As with the Polanka book noted earlier, some libraries have even established creative zones for local authors. Crawford provides a pragmatic guide to helping library users prepare copy for production, whether into an ebook or a limited-run print book.

INDEXED. INFORMATION TODAY. 176 P. \$50. PBK. 978-1-573-87430-4 (Also available as an ebook.)

Going Mobile: Developing Apps for Your Library Using Basic HTML Programming, by Scott La Counte, is an introduction to the basics of apps, along with descriptions of several open-source options for developing



one's ideas for extending library service to smartphone users. If libraries are going to offer more digital services and our phones are

getting "smarter," it's only a matter of time before patrons will want access to library services on the go. According to the author, there are precious few library apps, with a key reason for that being an absence of skill in the profession with programming tools necessary for development. This is a practical guide to creating a simple app, starting with

ROUSING READS

TRANSLIT: NEW GENRE COLLAPSES TIME AND SPACE

developing a concept to testing and evaluating its performance. INDEXED. ALA EDITIONS. 64 P. \$45. PBK. 978-0-8389-1129-7. (Also available as an ebook.)

The Cybrarian's Web: An A-Z Guide to 101 Free Web 2.0 Tools and Other Resources, by Cheryl Ann Peltier-Davis, extends the toolkit a library may use to offer new services to visitors. Some of those listed have been with us for some time, but others are new (at least to me) or have applications to library work that might not be obvious. The collection includes productivity tools such as AbiWord and



Zotero, several search engines, photo and video hosting services, and social networking apps. As suggested by one of the essayists in the

Polanka book mentioned above, if we are going to transform our services, then experimenting with new options is a necessary part of moving forward. An appendix includes tips on how to keep current.

INDEXED. INFORMATION TODAY. 512 P. \$49.50. PBK. 978-1-57387-427-4 (Also available as an ebook.)

Finally, a dose of legal reality. Using new technologies and applications appropriately requires understanding of the permissions and limitations of the law. In *The Digital Librarian's Legal Handbook*, lawyer and library school professor John N.



Gathegi explores the intellectual property issues of digital content. Chapters cover such issues as content ownership, acquiring rights,

licensing of music, digital rights management systems, rights to make derivative works, and the complexities of copyright infringement.

INDEXED. NEAL-SCHUMAN. 250 P. \$130. PBK. 978-1-55570-649-4 ■

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

At the 2012 Public Library Association conference in Philadelphia, my friend and *Booklist* columnist David Wright, who was giving a presentation on literary fiction, used a term I had never heard, *translit*, to describe that boundary-breaking kind of novel that shatters all the too-often-pigeonholing categories we use to compartmentalize modern fiction.

The term, David explained, comes from Douglas Coupland, who defined it in the March 8 *New York Times* as being a new literary genre that “collapses time and space as it seeks to generate narrative traction in the reader’s mind.” I thought immediately of one of my favorite writers, Haruki Murakami, whose books—especially his latest, *1Q84*—roll roughshod over the reader like tidal waves of story, far beyond mere genre-bending but using the formulas of genre fiction in an oddly reverent way. *Translit*—in the dual sense of transcending and transformative—seemed like a perfect term to describe Murakami.

As David was talking, I also thought of Nick Harkaway, whose new novel, *Angelmaker*, happened to be, at that moment, on the bedside table in my hotel room. Because David and I have shockingly similar tastes, I was not surprised when, seconds later, he began extolling *Angelmaker* as a quintessential example of *translit*.

Harkaway's debut, *The Gone-Away World*, offered a gonzo take on postapocalyptic fiction, but it was really just a warmup act for *Angelmaker*, a tour de force of Dickensian bravura and epic splendor. At the center of the tale is Joe Spork, a retro clockmaker in contemporary London who is doing his best to live down the legacy of his crime-boss father. Then an elderly lady, who happens to be a superspy from decades past, deposits a curious artifact on Joe's doorstep, and before you can say “doomsday machine,” Joe appears to be the only person with even an outside chance of saving humanity from a truly bizarre form of extinction.

We learn gradually that the doomsday machine was designed to bring world peace by forcing us to speak only the truth; but in the wrong hands, truth-telling can be the deadliest of weapons. Yes, there's espionage here, along with fantasy and more than a little steampunk, but there's also an overlay of gangster adventure, a couple of tender romance plots, and some fascinating reflections on fathers and sons and the tricky matter of forging a self in the shadow of the past.

The latter is particularly interesting, as Harkaway is the son of John le Carré, and while he writes in an utterly different style and on a much grander scale than his father, the fact remains that—stripped of its mad monks and artificial bees and Pre-Raphaelite craftsmen turned thugs—Harkaway's novel is at its core a powerful meditation on the anxiety of influence, similar in that way to his father's *A Perfect Spy*. But influences aside, this is a sublimely intricate yet compulsively readable novel. If you happen to be at a cocktail party when somebody mentions *translit*, just nod sagely and say, “Nick Harkaway.”



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



Solutions and Services

heritagepreservation.org/catalog/Wheel1.htm

Heritage Preservation's Emergency Response and Salvage Wheel is now available free of charge on the iPhone, iPod touch, and iPad as the ERS: Emergency Response and Salvage app. The Wheel has been used by museums, libraries, and archives around the world. This new app makes the Wheel's invaluable guidance accessible to anyone who is in need of practical advice for saving collections in the first 48 hours after disaster strikes. The application outlines critical stages of disaster response and provides practical salvage tips for nine types of collections, from photographs to natural history specimens. The original slide-chart Wheel was created by Heritage Preservation, a national nonprofit organization that preserves US cultural heritage. It has been translated into more than five languages and distributed internationally in more than 40 countries.



FINDAWAY WORLD

^ catalistdigital.com

Findaway World, creators of Playaway® and Playaway View®, launched the Catalist Digital platform, which is designed to provide Pre-K–12 schools with a customizable digital audiobook library. At the time of the launch, more than 6,000 audiobook titles were available, with thousands to be added each quarter. Librarians and teachers will be able to choose from an extensive selection of children's and young adult titles that can be either streamed to a computer or downloaded to a mobile device through the Catalist Digital mobile application. It allows schools to purchase only the titles they want, without needing to pay for any annual subscription or hosting fees. Access to audiobook titles can be granted to users on a school, classroom, or individual basis.

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After several months of beta testing, 3M has launched the 3M Cloud Library eBook Lending Service. It is available to patrons at beta locations across the country and will be available at ALA Annual Conference in Anaheim to share the Cloud Library system with those beyond the beta sites and early adopters. The ebook solution includes a comprehensive subscription for both digital content and in-library hardware, along with apps for borrowing and reading. Patrons can browse the digital bookshelf and select, check out, and read ebooks via the internet or by using 3M Discovery Terminal download stations in their library. The ebooks are compatible with PCs, Macs, iPads, Nooks, Androids, and 3M e-readers. Titles from publishers that include Random House and IPG will be distributed via the 3M Cloud Library.



To have a new product considered for this section, contact Katie Bane at kbane@ala.org.

gaylord.com



Gaylord has introduced Scenario 500 Exhibit Display System. The panel display system is ideal for exhibitions, special events, conventions, trade shows, and promotions. You can connect as many panels as you wish with no tools or skilled labor. It's easy to redesign your setup with each new display. Minimal parts simplify assembly, transportation, disassembly, and storage. The three modular packages offered include connection hardware, with options for tabletop or floor-standing displays.



CASE STUDY

TRANSFORMING THE ONLINE LIBRARY EXPERIENCE

Last year, more than 12 million people visited the Los Angeles Public Library. With nearly 20,000 programs a year, a collection of more than 6 million books in many languages, electronic databases, and downloadable books, music, and films, the library decided to expand its reach even more through a virtual library. Gale Gateways, a collection of thematic online resources and databases, was implemented to assist the library in meeting its goal of building a virtual library, as well as a goal of helping students succeed. LAPL operates the largest after-school program in the city of Los Angeles, which includes 22 literacy centers city-wide that help adults learn to read.

Peggy Murphy, collection services manager at LAPL, says, "The Gale Gateways help us to achieve these goals by making information readily accessible to the patron in one place."

Gale, part of Cengage Learning, promotes Gale Gateways as an innovative program for public libraries that's designed to represent the unique way in which a

community interacts with its public library. Gale Gateways bring together thematic products and services to provide an organized approach to help patrons find and use information.

Gateways' first few themes include Homework Help and Jobs and Career, both of which have been very

popular at LAPL. The educational gateway accesses 14 different databases and enables students to see the various places they can go to gather information. Additionally, users can access ebooks, Live Homework Help, homework help websites, safe web search websites, parent/teacher resources, homeschool support, and educational fun and games.

The Jobs and Career Gateway accesses seven different databases. "We highlight selected recent

books on job hunting, résumés, and interviews that take the patron straight to our library catalog," Murphy said. "We have an ebook collection of more than a hundred different job and career titles. All of this information is in one place, easily accessible by anyone interested in jobs and careers."

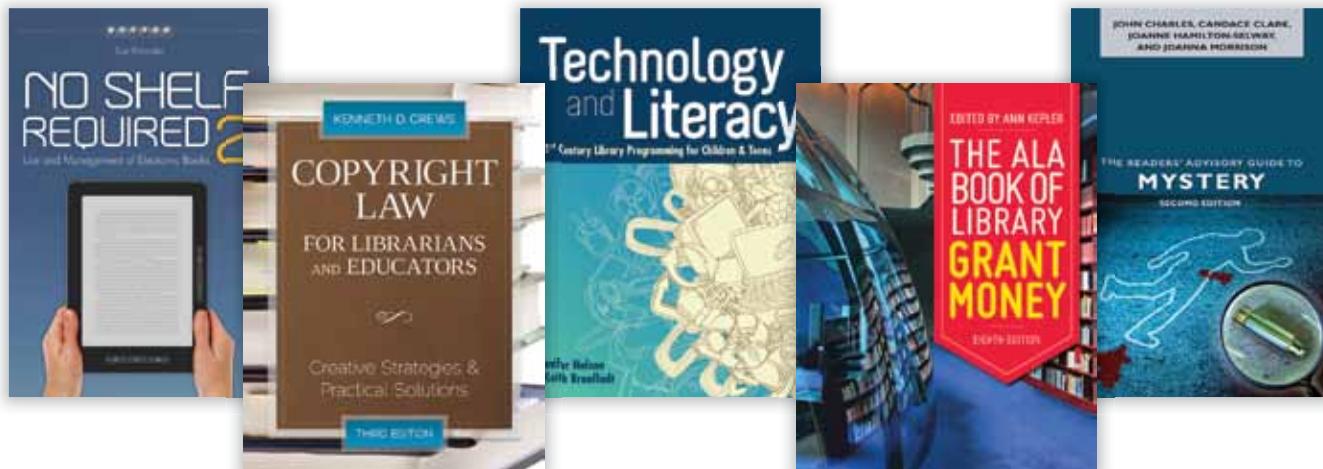


CyberCafe at the Los Angeles Public Library.

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Career Leads from

ALA **JobLIST**
joblist.ala.org

Library Director, Hillside Public Library, NJ, starts Sept 4, 2012. Recent budget constraints present a challenging situation for a dynamic leader with fresh ideas. Budget of \$750,000, 13 staff, diverse community of 21,000. Responsibilities: public service programs; staff management; budget/fiscal matters; building maintenance. Liaison with community; oversee collection development; report to Board of Trustees. Requires ALA-accredited Master's in Library Science; NJ Professional Librarian's certificate; minimum 3 years administrative experience. Desired: organizational ability; interpersonal skills; excellent verbal, written skills; experience with local groups and local government. Fund-raising expertise a plus. Salary \$75-\$80,000, depending on experience. Excellent benefits. **Send cover letter and resume: Search Committee, c/o M. Bein, Hillside Public Library, 1409 Liberty Ave, Hillside NJ 07205; or by email to mbein@hillsidepl.org before June 15.**

Stetson University seeks a Head of Public Services to administer Research Services, Library Instruction and Learning Technologies, Circulation, Reserves, Interlibrary Loans, and Government Information. The duPont-Ball Library is an integral part of a vibrant University learning community and the successful candidate will demonstrate qualities that will contribute to integrating library and digital learning resources and services into our interdisciplinary curriculum. This position is a library faculty, tenure-track appointment. Demonstrated expertise and leadership in emerging learning technologies with an understanding of active engaged learning is especially desired. **Please see <http://www.stetson.edu/administration/academicaffairs/openfacLibraryHeadPS.php> for position details.**

Arizona State Library, Archives and Public Records, a division of the Secretary of State, seeks a collaborative and forward-thinking State Librarian. Responsibilities include the ability to lead diverse divisions (Library Development, Law and Research Library, Braille and Talking Book Library, State Archives, Records Management, and Arizona Capitol Museum) with 100 em-

ployees. **For an application, please visit: www.azlibrary.gov/about/statelibrarian.aspx. Applications will be accepted until 5:00 p.m. on June 15, 2012.**

East Central Georgia Regional Library, Serves as Regional Library Director and as Director of the Augusta-Richmond County Public Library. Plans, prioritizes and directs overall operations, projects, policies and procedures with approvals for library boards of trustees. Oversees major grants and represents the library in the community. **Cover letter and resume with at least 3 professional references are to be mailed to: Audrey M. Thomas, 823 Telfair Street, Augusta, GA 30901**

Liaison and Instruction Librarian, Winona State University. The Darrell W. Krueger Library at Winona State University seeks a proactive, knowledgeable, and innovative person for the tenure track position of Liaison and Instruction Librarian. The primary purposes of this position are to provide liaison services for assigned academic departments and to provide leadership in the coordination and development of library instruction. Liaison services include activities such as collection development, advanced reference, and bibliographic instruction. This position develops instruction strategies in collaboration with other librarians for library and research instruction. This position also participates in general reference/research assistance (including some nights and weekends). The liaison service model is core to the mission of the WSU Library. This position participates in faculty governance of the library. If you will possess a MLS/MLIS or equivalent degree from an ALA-accredited institution and meet the other minimum qualifications by January 1, 2013, we encourage you to apply. **For a complete position description and information on applying for this position, please go to [**agency.governmentjobs.com/winona/default.cfm. Review of applications begins July 1, 2012.** Position available pending budgetary approval. A member of the Minnesota State Colleges and Universities System. An equal opportunity educator and employer. Women, minorities and individuals with disabilities are encouraged to apply.](http://</p>
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University of California, Merced Library: Access Services Librarian The Library seeks a highly energetic professional who will serve as the public face of the Library and ensure the highest quality customer services by leading and assessing the performance of career staff and student employees. The successful candidate will be a diplomat and a problem solver who works effectively with students, faculty, researchers, and staff to meet their instruction and research needs. The Access Services Librarian manages the Library's customer service operational units including Access Services and Interlibrary Services. Reporting to the Associate University Librarian for Library Operations, the Access Services Librarian recommends policies and practices that improve and enhance a sustainable customer service model for the Library. The incumbent will participate in library professional activities at the local, UC systemwide, and national levels. Additional duties include management of the library's exhibits program, assessment of library services, participation in reference services, and outreach and instruction activities. Applicants must possess an MLS from an ALA-accredited Library/Information Science program or equivalent experience or advance degree in information science or related field and minimum of three years of experience providing customer service in a library setting. **<http://jobs.ucmerced.edu/n/academic/position.jsf?positionId=3954>. Deadline date is June 30, 2012.**

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The Matter of the Master's

When the economy eventually recovers, will the value of the MLS degree recover with it?

by Will Manley

Don't get me wrong, I loved library school and I think programs that comprise a master's degree in library science form the foundation of our profession. But what happens if the MLS degree withers away and dies?

Let's suppose that some time in the preapocalyptic future, the MLS ceases to be a financially viable degree. That is a distinct possibility. As an academic program, the MLS is only as strong as the job market that supports it. The only reason you pursue an MLS is to get a job. It's not like pursuing a degree in, say, art history, where you want to satisfy an intellectual interest. The sole purpose of the MLS degree is to give you an occupational skill set.

To be more specific, you go to library school to get a job in a library. Yes, I am aware that certain laptop MLS programs are trying to sell the notion that an MLS will qualify you for all different kinds of careers, but we all know that's just

used-car salesmanship. In fact, I have seen people link my name to this sales pitch: "Look at Will Manley. He ended up becoming a city manager for a rather large city." I chuckle when I see that. In fact, being typecast as a librarian was a serious obstacle I had to overcome in order to become a city manager. But that's another column.

The MLS degree is in trouble because we're mired in a depressed economy. Ah, but when the economy recovers (and there are hopeful signs), won't the librarian job market recover along with it?

Not necessarily.

The massive budget cuts of the last five years have forced school, academic, and public libraries to learn to function with fewer and fewer MLS holders, and library users don't seem to notice the difference. Can they tell that there are fewer new books to choose from? Absolutely. Do they realize that there are longer

and longer waits for popular ebooks? Absolutely. Do they notice when main library hours are slashed and branches are closed? Absolutely. Do they know when a professional librarian has

been replaced with a paraprofessional or even a clerical person? Rarely, if ever. To the average American, a librarian is a person who works in a library.

Don't be shocked that school boards, university administrators, city councils, city managers, library boards, and even library directors are taking close notice of this lack of perception. Yes, people still want libraries. That is precisely the issue. People want libraries so desperately that they are quite willing to sacrifice the cost of professional staff to get full hours and robust book budgets restored.

So when a professional librarian resigns or retires, what should a library director do? The temptation is great to downgrade the position and put the savings into books and hours. The last five years have taught us that difficult choices have to be made. Administrators and trustees are under the gun to deliver the goods, and that basically means three things: computers, books, and hours.

My only surprise is that the library profession is slow to admit this reality—and even slower to brainstorm new ways to train people to work in libraries. ■

WILL MANLEY has furnished provocative commentary on librarianship for more than 30 years and in nine books on the lighter side of library science. He blogs at Will Unwound: willmanley.com.



The MLS is only as strong as the job market that supports it.



"Well, these days an MLS isn't enough. To be truly marketable you'll need another discipline. I'd recommend plumbing or perhaps welding."

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