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american libraries

NOVEMBER/DECEMBER 2012

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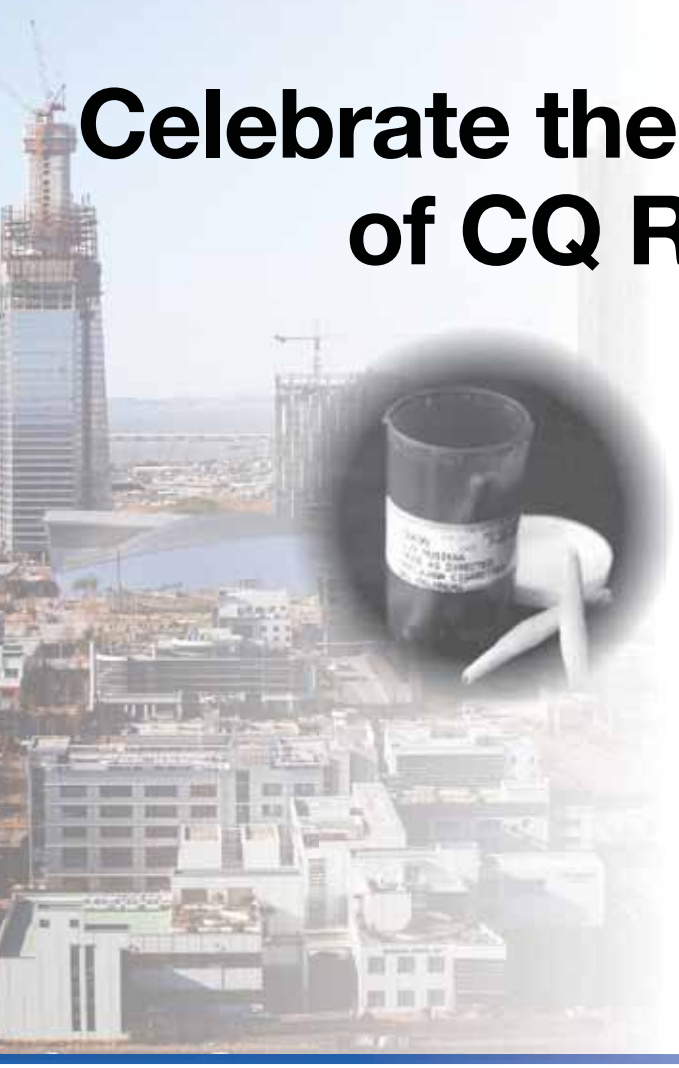

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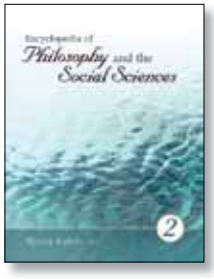

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Gauging Your Interest

by Laurie D. Borman

A few weeks ago, *American Libraries* sent you a survey. And despite all the other surveys and polls and requests that likely came to you this election season, more than 4,000 of you responded. Thank you for taking time to provide feedback.

In November, we will launch *American Libraries Live*, a streaming video broadcast with a live chat.

We want to know what you think about the magazine, and indeed, all the media streams of *American Libraries*—AL Direct, AmericanLibrariesMagazine.org, Twitter (@AmLibraries), Pinterest, and Facebook. We'll be looking at all the data and plan to make improvements to the look and content of the magazine as well as our online site. We've signed up with a new design team at ALA, headed by Kirstin Krutsch and Chris Keech, to develop this new look with your input, with a planned launch in 2013. In the interim, watch for subtle changes to features, added infographics, and sidebars. We hope you'll like what you see.

Starting this month, we're also launching *American Libraries Live*, a streaming video broadcast that you can view for free (at AmericanLibrariesLive.org) in your library, at home, or while sipping coffee at your favorite Wi-Fi-enabled café. The first program—on Friday, November 16, at 1 p.m. Central time—features ALA TechSource author Jason Griffey talking about libraries in the near future in "Library 2017: Tech at Warp Speed." Topics for other shows include strategies for landing your ideal library job, digging into databases, and the real deal about ebooks for libraries, and will be hosted by Marshall Breeding, Warren Graham, and other experts. This is not a webinar with voice-overs but a chance to watch presenters live onscreen. Got questions? Ask away, because the sessions feature a live chat, too. It's like having your own personal expert to solve problems on the spot. See the full lineup of shows on AmericanLibrariesLive.org.

If you're wondering whether we're developing a mobile app or want a way to view our content on your smartphone, well, we've got you covered there, too. Our digital editions and uploads (which you can launch right from our Facebook page or from AmericanLibrariesMagazine.org/archives) will scale to fit your tablet or smartphone.

However you want to encounter us—in print, online, on your smartphone, in a chat, by social media, or email—we're ready. Oh, and who was the lucky winner of the $500 gift certificate, good toward any ALA Editions, TechSource, Neal-Schuman, Chandos, or Facet books? Stephanie Mallak Olson, district library director of Iosco-Arenac District Library in Oscoda, Michigan. Congratulations, Stephanie! ▮

american libraries

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toll free 800-545-2433 plus extension
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Editor and Publisher
Laurie D. Borman • lborman@ala.org • x4213
Managing Editor
Sanhita SinhaRoy • ssinharoy@ala.org • x4219
Senior Editor
Beverly Goldberg • bgoldberg@ala.org • x4217
Senior Editor, *American Libraries Direct*
George M. Eberhart • geberhart@ala.org • x4212
Advertising and Marketing Specialist
Katie Bane • kbane@ala.org • x5105

design and production
Managing Editor, ALA Production Services Chris Keech
Senior Production Editor Kirstin Krutsch

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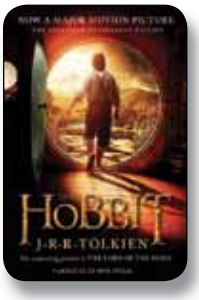

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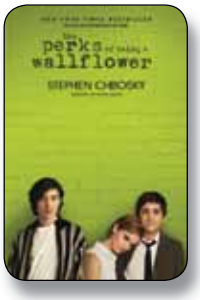

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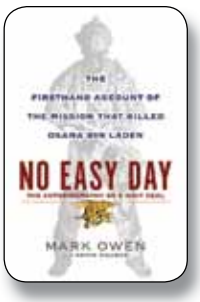

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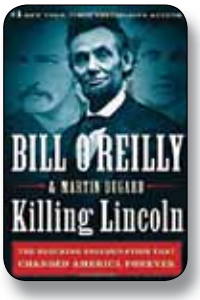

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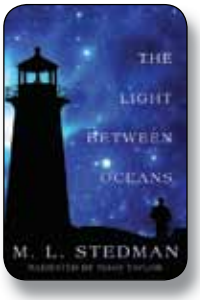

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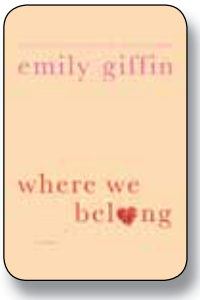

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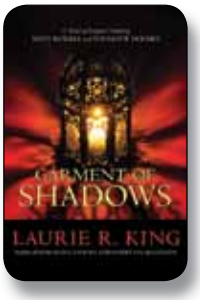

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We Are ALA

Reimagining our Association for the future

by Maureen Sullivan

I recently learned that another national library association has adopted the slogan "I am (my national library association)" as a means to engage its members.

My immediate reaction was to think of ALA and how, if we were to follow suit, I would want our slogan to be "We are ALA." We, the members of ALA, our libraries, our communities, and even the larger world face many challenges as we increasingly work in a global society that is rapidly becoming a digital universe. In this ever-changing and fast-paced context, ALA must strive to be the best professional association it can be. To do this requires a collaborative effort to reimagine our Association for the 21st century.

Rethink and redesign

A recent book, *The Race for Relevance*, calls for every association to rethink and redesign itself to meet the needs and expectations of its current and future membership. The authors, Harrison Coerver and Mary Byers, make a compelling case for recognizing that the traditional association model is not what is needed today. Professionals who join and stay with associations today want value for their investment; meaningful engagement; easy paths to active contribution; resources that are directly relevant to improving their practice; appreciation and use of their knowledge, expertise, and talents; and opportunities to contribute when they are ready.

ALA offers many opportunities and resources to our members, and yet I consistently hear about the frustrations of "getting involved in ALA" and "from where will the next generation of leaders come?" I believe it is time to ask, "If ALA did not exist today, what would we create?"

ALA must strive to be the best professional association it can be. I believe it is time to ask, "If ALA did not exist today, what would we create?"

To begin this work, I asked the Executive Board and division leadership to work within an appreciative inquiry framework to address these questions:

- What are the collective strengths of ALA?
- In our current context, where are there opportunities for ALA?
- What are our aspirations for the future? What do we want the future ALA to be?
- What results do we want to accomplish in the next few years? What will this Association be?

I began the formal effort to rethink ALA with these sessions because the fall meetings presented a significant opportunity to engage the governance bodies of ALA and its divisions early in the process. The results of our conversations will be disseminated and will serve to jump-start further discussion among the broader membership. We will develop structured opportunities for meaningful discussion and will make use of ALA Connect and social media to do so. The process will be designed to be as transparent and inclusive as possible. I want to elicit the best ideas from our membership, staff, chapters, and organizational units.

This work will be a major change effort for the Association. To achieve a sustainable and more nimble organization, we need to build on our current strengths, allow for discussion of different perspectives and options; listen to the many different voices within ALA; focus on imagining a future Association that attracts, engages, and retains members; and offer a series of ways for individuals to contribute. The process needs to be iterative, one in which we stop to assess progress at every stage and judge what needs to happen in the next stage to ensure eventual success.

I am committed to doing all I can to lead this work to a successful conclusion. I hope you will participate and help create the best future for our Association. I welcome your ideas. Please send them to me at msullivan@ala.org. ▮

MAUREEN SULLIVAN *is an organization development consultant to libraries and professor of practice in the Managerial Leadership in the Information Professions doctoral program of the Graduate School of Library and Information Science at Simmons College in Boston. Email: msullivan@ala.org.*

Background on Our Budget

Reinvigorating support for service imperatives

by James Neal

The past year has been challenging for ALA, reflecting both the difficult economic conditions affecting libraries across the US and our continuing focus on a strong Association that serves its members and supports the work of libraries and the needs of their users.

ALA is ending FY2012 with a deficit. This reflects lower-than-expected revenue from conference exhibits and registration at Annual. It is also a product of delays in the final approval by the Library of Congress in the rollout of Resource Description and Access (RDA), and libraries' temporary reluctance to invest in this successor to AACR2. ALA management and staff have been able to reduce expenditures to partially offset these shortfalls, but we are ending the year with a deficit in the general fund (the administrative and program offices, conference services, publishing, and membership). As was the case last year, this deficit will be covered by the Association's reserve fund, which we have built up over the last decade to provide such rainy-day assistance.

The outlook for the FY2013 budget is stronger. Historically, both our Midwinter and Annual Conference sites, Seattle and Chicago, have been very robust in attendance and vendor support. RDA will be moving forward, and the new publishing imprints of Neal-Schuman and Huron Street Press will be fully implemented. ALA's continuing education capabilities will advance further and the global markets for ALA products and services will improve. Programmatically, the FY2013 budget reflects very little growth. There will be a 1% increase in staff salaries, and $100,000 has been allocated to support the Digital Content and Libraries initiative. It is important to note that between 2008 and 2010, the ALA general fund was reduced by $4 million and 30 positions were lost.

There are a number of important initiatives that are designed to strengthen ALA's capacity to better serve its members, libraries, and the public.

There are also a number of important initiatives that are designed to strengthen ALA's capacity to better serve members, libraries, and the public. The first is the successful completion in FY2012 of a three-year Spectrum fundraising campaign, which raised more than $1.26 million. This will provide nearly 250 scholarships over the next five years. Thanks to all who donated!

The second is the acquisition of Neal-Schuman Publishers as a new ALA imprint. Its positive financial impact on our publishing program will increase over the next several years. As the leading imprint in library and information science textbooks and practical professional publications, Neal-Schuman is a perfect fit with ALA's expanding online continuing education initiative.

The third is the "Fifteen by Fifteen" planned giving campaign launched this fall. The goal is to improve ALA's long-term financial health by encouraging members and supporters to include the Association and its divisions, offices, and round tables in their personal estate plans. Our goal is to achieve $15 million in commitments by 2015. We are making excellent progress.

Lastly, we will be discussing over the next couple of months a new approach to ALA dues. The strategy, which ACRL and PLA have already implemented, would tie dues to the annual consumer price index. Thus, dues would gradually keep pace with inflation, and larger dues increases every couple of years would no longer be required.

All these developments help to advance an ALA that is financially stronger and positioned to better serve its members. While my focus as ALA treasurer has been on the fiscal and budget aspects of the Association, all of us who serve as elected officers know that our goals are to help libraries of all types work effectively for their users and to advance support for library workers in their many service settings. ▮

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

Comment Enabled

Seeking a No-Spy Zone

The information in your May/June article on Amazon's e-reader capturing its users' data ("Ebooks and Users' Rights," p. 60–61) has been confirmed and expanded on by the *Wall Street Journal.* The newspaper reported June 29 ("Your Ebook Is Reading You") that publishers of ebooks share extraordinarily detailed information on readers' ebook usage with authors and others.

If you read a book cover-to-cover in one sitting, they know it. If you reread certain sections, they know it. If you use certain search terms to find your books, they know it. If you create electronic notes associated with those books, they know it, and they know what those notes say. By comparison, Big Brother was a rank amateur.

> When I read a library ebook, I will add a note to each page that simply says "Stop spying on me."

I don't know about you, but knowing that publishers, authors, and other interested parties are looking over my shoulder as I read makes for an overly crowded room. I will be contacting each public and academic library with which I have a library card to find out all the details of their privacy policies and how their ebook offerings fit in with those policies. I will also explain to my local Barnes & Noble ebook sales staff that I will not buy a Nook e-reader unless B&N's privacy policy has some teeth (actually, a lot). I will also ask Google to explain its ebook data capture policy.

Until I hear that libraries actually protect the privacy of patrons who read their ebooks, when I read a library ebook, I will be sure to add a note to each page that simply says, "Stop spying on me."

Maureen Roy
Topanga, California

The Folly of Forbes

John Carlo Bertot, Paul T. Jaeger, and Lindsay C. Savin did an excellent job of summarizing the issues faced by libraries in articulating the message of their value to the rest of society ("Forbes Folly," Sept./Oct., p. 30–33). I heartily agree that we need to develop our own language to celebrate our unique role in communities. It is exciting to find out about initiatives like that of the University of Maryland's Information Policy & Access Center or the Public Library Association's Turning the Page 2.0, which can help us create a more dynamic, impactful message.

Perhaps we won't need to resort to the creation of a reality TV series about libraries to get the word out (*The Real Librarians of Orange County*? *Say Yes to the Library of Congress*? *Honey Boo Boo Goes to the Library*?). *AL*'s "Forbes Folly" article gives me hope!

Jan Siebold
East Aurora, New York

Copyright Conundrum

In response to "Copyright for Librarians and Teachers, in a Nutshell," AL Online, July 2:

The issue of who owns the copyright of a work created for an employer is always an interesting topic but, as always, unclear. For example, a researcher could also be a librarian who creates a work on the job using employer resources. If said work is published, it is technically the employee who gives up rights to the work, if what was produced by the librarian/researcher is tacitly the employer's property. In essence, the creator seems to be cut out of the copyright process.

Employees might do well to figure out workarounds for those situations (e.g., create works at home or off the clock, and document it well). I do understand the need for legitimate ownership of works (or transfer thereof) in certain cases, but lesson plans created by a 4th-grade teacher? A paper created by a high school librarian? That's a bit much.

Don Mutchler
Oxford, Mississippi

An Awareness Gap

A sentence in "Study: Public Awareness Gap on Ebooks in Libraries" (*AL,* July/Aug., p. 12) struck me as confusing and its claims appear to be unfounded. It reads, "Paradoxically, some of the demographic groups less likely to have library cards (e.g., Hispanics or those with a household income of less than $30,000 per year) are more likely to say the library is important to them."

To single out any entire ethnic population as being made up of low-income earners without providing concrete support for the statement, whether from the study at hand or another credible source, is poor reporting.

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

Surely many readers join me in wondering why Hispanics are believed to be less likely to have library cards.

Rose Medlock
Pasadena, California

Author Larra Clark replies: I was referring to two different demographics: Hispanics (of all income ranges) and low-income people (of all races and ethnicities). The data at libraries.pewinternet.org/2012/06/22/part-3-library-users shows these two demographic groups have among the lowest reported level of library card ownership and among the highest reported levels of saying the library is important to them.

Advocacy by All, for All

The authors of "Forbes Folly" (*AL*, Sept./Oct., p. 30–33) did a marvelous job of articulating the new role of libraries, particularly public libraries, in the US. They also put their fingers squarely on the disconnect between stubborn, outdated perceptions of libraries' societal value and the vibrant, emerging—and critical—roles they play in today's digital world.

The authors are quite right that effective advocacy is the key to changing policymakers' and others' view of libraries. Advocacy is the responsibility of everyone in the library world, as well as those who love their library and want to see it thrive. ALA has great resources on its website (I'm thinking "Advocacy University") to help anyone get started or get better.

I received my MLS degree 35 years ago and have never for a moment regretted it or wished I had pursued another (more lucrative?) profession. In those three-plus decades, I have worked in special, school, and public libraries, as well as served as principal researcher in my own consulting firm. I now work for the Friends of the Saint Paul Public Library, where I've seen the fruits of effective advocacy efforts firsthand. In the past two decades, the Friends' lobbying and other advocacy efforts have strengthened Saint Paul Public Library's budget by more than $25 million.

If St. Paul can do it, others can too. Visit ALA or PLA's websites and start raising awareness in your own community that the library is foundational to our civic freedom and discourse—and realize that your MLS matters a lot.

Susan Dowd
St. Paul, Minnesota

Painful Perception

Will Manley's May/June column ("The Matter of the Master's," p. 96) struck such a chord with me that it colored how I read the entire issue. Manley wrote, "To the average American, a librarian is a person who works in a library." Simply put—and painful to hear.

> Start raising awareness in your community that the library is foundational to our civic freedom and discourse—and realize that your MLS matters a lot.

Whether in a public, academic, or special library, I have certainly felt that librarians are perceived no differently than part-time bookstore clerks. Patrons (and even library stakeholders) seldom differentiate between a volunteer (i.e., someone who loves libraries—and who we love for it!) and a library professional (someone who spent considerable time, money, and effort earning a master's degree to become an information specialist).

People don't know what we don't show. We can't sit on our degrees and then lament that no one can see them.

Stacey Belinda Bleistein
Waterbury, Connecticut

Geek Out at Miami-Dade

After reading "Geek Out" (*AL*, Sept./Oct., p. 20–23), I'd like to tell you about YOUmedia Miami. When it opened in January to 50 teens who had registered, we didn't imagine the depth and breadth its impact would have on teens, the community, other library systems, and even on our own staff. Today, enrollment is up to 218, and a core group visits as often as five times a week. We drew upon Chicago's model, but adjusted our outreach and programming to attract urban teens, many of whom are latchkey kids, keeping in mind that 20% of these teens have limited or no access to the internet or exposure to technology.

One of the most successful parts of the curriculum is the 'outside workshops' at which entertainment and multimedia industry professionals come to speak directly to teens—a unique opportunity to network with experts and learn firsthand about internships and job possibilities. At in-house workshops, teens can dig deeper into a particular subject area with YOUmedia's technology. Teens have also started clubs on fashion, the recording industry, books and poetry, and movies.

We invite you to come down and visit YOUmedia Miami!

Victoria Galan
public affairs officer
Miami-Dade (Fla.) Public Library System

Back of the Burner?

I'm a concerned parent left without educational resources for my children because Chicago Public Library's Back of the Yards branch has been closed since August 2011. I'm sure the costs saved have made some officials happy ("Rocking the Joint," *AL*, Sept./Oct., p. 26–27).

The majority of the residents in our community are of low income. We lack many public services, and to close a public library to save money until the high school is built is a shame.

Josefina Marquez-Rosas
Chicago

SEE MORE COMMENTS *at americanlibrariesmagazine.org*

ALA, Publishers Talk Ebooks

A few days before her September 27 meeting with the Association of American Publishers (AAP) in New York City, ALA President Maureen Sullivan released an open letter to the industry regarding the refusal of Simon & Schuster, Macmillan, and Penguin to sell their imprints' ebooks to libraries. "Publishers, libraries, and other entitites have worked together for centuries," she wrote. "Given the obvious value of libraries to publishers, it simply does not add up that any publisher would continue to lock out libraries."

Sullivan noted that 76% of public libraries now offer ebooks—double the number of five years ago—and that 39% of libraries circulate e-readers.

She reinforced her call to find common ground during a presentation to members of AAP, emphasizing the need for publishers to work with librarians to make ebooks available to libraries at reasonable prices and terms. Sullivan stressed that librarians want publishers to remain in business and want to continue being their customers. She went on to state that ALA doesn't accept the proposition that an ebook price that is a multiple of the print price is justifiable or fair.

In a subsequent report posted to *American Libraries'* E-Content blog, Sullivan said she and an ALA delegation came away from that meeting and several visits with individual publishing houses with "a hopeful feeling" after having "experienced a series of frank, thought-provoking, cordial, and productive discussions."

Both sides agreed they should focus on finding effective ways to resolve the pricing and licensing issues surrounding library lending of ebooks rather than dwelling on past policies and practices.

In meeting with executives at Penguin, Rosen, Scholastic, HarperCollins, Random House, and Hachette, Sullivan said she and an ALA delegation had good discussions on possible ways to make progress.

"Of course, this alone will not fill our libraries' virtual shelves with ebooks," she wrote October 2. "We will continue to pursue our strategy of heightened advocacy and publisher engagement."

Immroth, Young Seek 2014–2015 ALA Presidency

Barbara Froling Immroth, professor at the University of Texas at Austin School of Information, and Courtney Louise Young, head librarian at Penn State's Greater Allegheny campus, are seeking the 2014–2015 presidency of the American Library Association.

Immroth has been an ALA member since 1971. She was president (1989–1990) of the Association for Library Service to Children and was on its board of directors from 1982 to 1990. Immroth was also 1997–1998 president of the Texas Library Association.

She holds a BA in Spanish from Brown University (1964); an MA in librarianship from the University of Denver (1965); a school library certification from Duquesne University (1975); and a PhD in Library and Information Science from the University of Pittsburgh (1980).

Young has been an ALA member since 2002. She was a member of the Michigan Library Association's Electronic Publishing Committee from 1999 to 2002 and was 2001–2002 chair of that committee. Her activities have included serving on the ALA Executive Board (2009–2012) and has been a councilor-at-large since 2008.

She received a BA in English from the College of Wooster (1996) and an MLS from Simmons College (1997).

Immroth and Young will engage in a candidates' forum on January 26 during the ALA Midwinter Meeting in Seattle. Each will have an opportunity to make a statement and answer questions from the audience. Ballot mailing for the 2013 election begins March 19.

Bohrer, Gonzalez Run for ALA Treasurer

Clara Nalli Bohrer, director of the West Bloomfield Township (Mich.) Public Library, and Mario M. Gonzalez, executive director of the Passaic (N.J.) Public Library, are the candidates for treasurer of ALA for the three-year term of 2013–2016.

A member of ALA since 1978, Bohrer has served as a member as well as chair of the ALA Budget and Analysis Review Committee and a member of ALA's Finance and Audit Committee. Bohrer was PLA president and holds a BA and MA from the University of Michigan and an MLS from Wayne State University.

An ALA member since 1985, Gonzalez has served on the Executive Board and was a member and chair of the Budget Analysis and Review

Continued on p. 12

Betty J. Turock (right), professor and dean emeritus at Rutgers University and 1995–1996 ALA president, was elected by the ALA Council to Honorary Membership at the 2012 Midwinter Meeting in Dallas. ALA's highest honor, Honorary Membership recognizes outstanding contributions of lasting importance to libraries and librarianship.

Turock was recognized for her outstanding commitment and achievement in the field of library and information science as a practitioner, educator, advocate, and philanthropist. Her efforts have increased the emphasis of ALA and the field on diversity, innovation, leadership, and access for all.

During her term as president, Turock focused attention on the digital divide and libraries' role in closing it. She developed the Spectrum Scholarship Program in partnership with then-ALA Executive Director Elizabeth Martinez. The initiative recruits members of underrepresented ethnic populations to programs of library and information science and helps fund their graduate education. As of fall 2012, the Spectrum Scholarship Program has educated more than 800 students.

Turock is the recipient of numerous awards and honors. In 2011, she received the Distinguished Alumni Award from Rutgers University's Graduate School. In 2006, she received the Lippincott Award, the highest honor bestowed by ALA for distinguished service to the profession, and in 2000 was named by ALA's Association for Library Trustees and Advocates (now United for Libraries) as one of the Extraordinary Library Advocates of the 20th Century. Other awards she has received include the ALA Equality Award (1998), Rutgers Presidential Award for Distinguished Public Service (1997), New Jersey Library Leadership Award (1995), Distinguished Alumna Award from Rutgers University (1994), and the ALA Jesse Shera Award for Outstanding Research (1989).

Turock is the author of more than 90 publications and reports and was the founding editor of *Bottom Line: A Financial Magazine for Libraries.* She is a member of the board of advisors and the dean's council at Johns Hopkins Medical School and Johns Hopkins Hospital; the National Library Council; Johns Hopkins Undergraduate University; and the boards of the American Library in Paris; Keystone College in LaPlume, Pennsylvania; and the Trejo Foster Foundation in Tucson.

CALENDAR

ALA EVENTS

Nov.: Picture Book Month, picturebookmonth.com.

Nov. 2–4: YALSA 2012 Young Adult Literature Symposium, St. Louis, yalitsymposium12.ning.com.

Nov. 3: International Games Day @ your library, ngd.ala.org.

2013

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

Feb. 6: Digital Learning Day, digitallearningday.org.

Mar. 4–10: Teen Tech Week, teentechweek.ning.com.

Mar. 16: Freedom of Information Day.

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

Apr. 14–20: National Library Week, ala.org/nlw.

Apr. 16: National Library Workers Day, ala-apa.org/nlwd.

Apr. 17: National Bookmobile Day, ala.org/bookmobiles.

Apr. 18: Celebrate Teen Literature Day, ala.org/yalsa.

Apr. 20–27: Money Smart Week, moneysmartweek.org.

Continued from p. 10

Committee, a member of the Finance and Audit Committee, and has been a councilor-at-large since 1996. Gonzalez has been on PLA's Board of Directors. He received a BA in Spanish and psychology from the City College of New York and holds an MLIS from the Graduate School of Library and Information Science at Pratt Institute.

Bohrer and Gonzalez will engage in a candidates' forum on January 26 during the ALA Midwinter Meeting in Seattle.

Steven Johnson Joins Midwinter Lineup

Steven Johnson, an author acclaimed for multidisciplinary storytelling and big ideas, will be one of several Auditorium Speakers at the 2013 ALA Midwinter Meeting in Seattle. Johnson's most recent book, *Future Perfect: The Case for Progress in a Networked Age* (Riverhead Books, 2012), makes the case that a new model of political change is on the rise, transforming everything from local governments to classrooms, from protest movements to health care. Johnson paints a compelling portrait of this new political worldview that breaks with the conventional categories of liberal and conservative thinking.

Scholarships Available for Future Librarians

ALA has more than $300,000 available for students interested in children's librarianship, youth librarianship, federal librarianship, new media, and library automation. Scholarships are also available for minorities, persons with disabilities, and for people who are already employed in libraries but do not have an MLS. Scholarships typically range from $1,500 to $7,000 per student per year.

See ala.org/educationcareers/scholarships for an application and instructions; apply by March 1, 2013.

IMLS Grant Advances Transforming Project

More than 350 librarians will benefit from professional development activities funded by a $250,837 grant ALA announced October 9. The 2012 Laura Bush 21st Century Librarian Program Grant from the Institute of Museum and Library Services (IMLS) will enable ALA to partner with the Harwood Institute for Public Innovation on the first phase of a multiphase initiative, "The Promise of Libraries Transforming Communities," to develop a sustainable national plan to transform the role of libraries in their communities by advancing community engagement and innovation.

ALA's Public Programs Office will manage the project, whose initial goal is to create core communication materials for the library community and collaboratively create innovative community-engagement strategies.

For more information, visit theharwoodinstitute.org.

ALA Seeks Endowment Trustee Candidates

Nominations are now being accepted for the position of ALA Endowment Trustees. The candidate will be elected by the ALA Executive Board at its 2013 ALA Spring Meeting, to be held April 19–21 in Chicago.

This is a position with a three-year term that will officially begin at the conclusion of the 2013 ALA Annual Conference in Chicago and expire at the conclusion of the 2016 ALA Annual Conference in Orlando, Florida.

The deadline for receiving applications is December 15. For additional information regarding the qualifications and responsibilities of the ALA Endowment Trustees, call Keith Brown, ALA Senior Financial Analyst, at 800-545-2433 ext. 4255, or email kbrown@ala.org.

FREE WEBINARS

Learn about makerspaces—the new "create, invent, and collaborate" movement that libraries are fostering—in the free webinar "Makerspaces: A New Wave of Library Service." The 60-minute webinar will be offered three times and is cosponsored by ALA TechSource and Library Boing Boing. It will feature a panel of staff, administrators, and patrons from three different libraries that have implemented a makerspace.

WEBINAR SCHEDULE:

November 19, 2 p.m. Eastern
(Cleveland Public Library)
December 3, 2 p.m. Eastern
(Detroit Public Library)
January 7, 2013, 2 p.m. Eastern
(Carnegie Library in Pittsburgh)

If you are thinking about creating a makerspace in your library, attend this webinar for tips on how to get started. Sign up at goo.gl/oZYUR.

New Data Updates "Diversity Counts"

ALA has released new data to update "Diversity Counts," a comprehensive study of gender, race, age, and disability in the library profession.

The 2009–2010 American Community Survey analyses reveals a small gain, from 11% in 2000 to 12% in 2009–2010, in the percentage of racial and ethnic minorities working as credentialed librarians in the nation's public, academic, and school libraries. While credentialed librarians remain predominantly female and white, this new data provides a fuller picture of diversity within the profession today.

International Games Day in Its Fifth Year

On November 3, ALA's "International Games Day @ your library" is using the educational, recreational, and social value of all types of games—including board and role playing games—to help communities reconnect through their libraries. Nearly 2,000 libraries around the world will showcase gaming programs and services, marking the annual initiative's fifth year. In 2011, more than 27,700 people played games at more than 1,400 libraries around the world.

20 Friends Groups to Split $75,000 Grant

United for Libraries has received $75,000 from the Neal-Schuman Foundation to support library advocacy at the local level for libraries with troubled budgets. The Citizens-Save-Libraries grants will send expert advocates to 20 locations over the course of two years to help Friends of the Library groups, library directors, and trustees develop individualized blueprints for advocacy campaigns to restore, increase, or save threatened library budgets. The opportunity to apply for expert consultation will begin in January 2013, and the first 10 libraries will be selected in April.

For application details, visit ala.org/united in early 2013.

AASL Lowers Dues for Nonsalaried Members

The American Association of School Librarians' (AASL) board of directors has approved the addition of a nonsalaried/unemployed dues category to its membership rates. The new category, which includes librarians earning less than $25,000 per year or not currently employed, allows those eligible to pay a discounted rate of $25 for division membership. Visit ala.org/aasl/joinnow for details.

Filtering Still an Issue, Says AASL Survey

According to results of a survey conducted by AASL, the filtering of legitimate, educational websites and academically useful social networking tools continues to be an issue in most schools across the country. An overwhelming majority, 98%, of the 4,299 survey respondents reported that school or district filters are in place in their school. Data collected in the supplemental questions also suggests that many schools are going beyond the requirements set forth by the Children's Internet Protection Act.

For more information, visit ala.org/aasl/filtering-schools.

YALSA Appoints New Editor of *YALS*

Linda W. Braun has been named the member editor of *Young Adult Library Services* (*YALS*), YALSA's quarterly journal. Braun is a library consultant and occasional *American Libraries* columnist. Author of *Being a Teen Library Services Advocate* (Neal-Schuman, 2012), Braun was 2009–2010 YALSA president.

Visit yalsa.ala.org/yals.

Divergent Leads List of Teens' Top Ten

Teen readers across the country chose *Divergent* by Veronica Roth (HarperCollins) as their favorite book in the annual Teens' Top Ten vote, sponsored by YALSA. Voting for the booklist, created entirely by and for teens, took place online between August 15 and September 15.

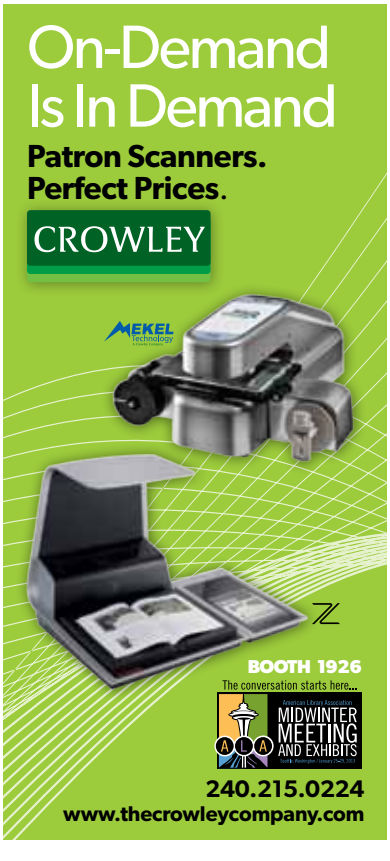
Completing the top 10 list were: *The Fault in Our Stars* by John Green (Penguin); *Legend* by Marie Lu (Penguin); *Miss Peregrine's Home for Peculiar Children* by Ransom Riggs (Quirk Books); *What Happened to Goodbye* by Sarah Dessen (Penguin); *Across the Universe* by Beth Revis (Penguin); *Cinder* by Marissa Meyer (Macmillan); *The Scorpio Races* by Maggie Stiefvater (Scholastic); *Where She Went* by Gayle Forman (Penguin); and *Abandon* by Meg Cabot (Scholastic).

Visit ala.org/teenstopten for more information.

Nominations Open for Presidential Citations

Nominations are being sought for the ALA Presidential Citation for Innovative International Library Projects, sponsored by ALA's International Relations Round Table and awarded each year at the ALA Annual Conference's International Librarians Reception. Citations recognize innovative contributions to international librarianship. Projects must be nominated by December 1 by an ALA member or someone with an IFLA affiliation.

For more information and to submit a nomination, visit ala.org/irrt/alapresintlibraryaward.



Midwinter Must-Dos

The conversation starts here...
American Library Association
MIDWINTER MEETING AND EXHIBITS
Seattle, Washington / January 25–29, 2013

A glimpse at some of the many events and activities that are sure to keep you busy during the meeting

THE FIRST STARBUCKS ... AND WINE

Visit the original Starbucks store, opened in 1976 at 1912 Pike Place Market. (The store was first at 2000 Western, launching in 1971, but moved here five years later.) It retains the original look, but the coffee is what you'd find at any of their nearly 20,000 locations worldwide.

Another Starbucks you might want to try: 1500 E. Olive Way, which serves wine and beer after 2 p.m.

The Conversation Starts Here . . .

Want to engage with colleagues during Midwinter? Consider these options:

- Hear and share how libraries are building community and undergoing transformation for the future at in-depth, facilitated **afternoon conversations.** This series debuted at Midwinter 2012, during which David Lankes's "Empowering Voices, Transforming Communities" garnered rave reviews.
- **ALA Masters Series:** Library specialists describe their latest in-house innovations in 30-minute sessions.
- **Library Unconference** (January 25) folds unstructured conversations into opportunities to learn and network.
- **Library Camp** (January 28) gets attendees together to talk about anything library or Midwinter related.
- **Networking Uncommons** is a Wi-Fi-enabled gathering place for impromptu sessions and follow-up conversations.

Awards and Honors

OMG! YMAs!

Each year dozens of committee members spend months poring over innumerable titles to bring you the internationally recognized **Youth Media Awards**, which honor books, videos, and other outstanding materials for children and teens. The prestigious Caldecott, Coretta Scott King, Newbery, and Printz are among the awards and medals that will be announced January 28.

Adult Lit

For those looking for the best in adult literature, you may want to check out RUSA's popular **Midwinter Book and Media Awards** reception (January 27) in honor of the release of the 2013 Notable Books list.

Register Now

Special Ticketed Events

Jet-lagged and eating too much conference food? Get a dose of wellness at **Think Fit Yoga** (January 27), a 60-minute session led by certified yoga instructors. If tea and finger sandwiches are more your pace, you may prefer the annual **Gala Author**

PACIFIC WEST REGIONAL LIBRARY

Fan of the national parks? Consider a side trip to the library at 319 Second Ave. South, which provides support for California, Nevada, Oregon, and Washington national parks. It's located in the 1889 Cadillac Hotel. The library of the Klondike Gold Rush is here too.

Seattle Space Needle photo: cdrin/Shutterstock.com

THE EXHIBIT HALL

Thousands of people weave through vendor booths for the latest information about new technology, products, and books, finding some lively events to join along the way.

Tea event (January 28), which features bestselling authors and book signings (hosted by United for Libraries).

Professional Development

For information about the various **Institutes** being offered for professional development, visit alamidwinter.org/ticketed-events.

Book Signings and Readings

One of the highlights at Midwinter is getting to hear and see favorite authors up close—and the **ERT/*Booklist* Author Forum** (January 25) offers attendees a chance to do just that. Join Brad Hooper, adult books editor at *Booklist*, as he again moderates this popular Friday afternoon event. In the past, the forum has showcased such authors as Tracy Chevalier and Armistead Maupin. Can't make it to this event? Here are others that feature recognized authors: **Book Buzz Theater**, **Spotlight on Adult Literature**, and **Gala Author Tea.**

Stay Connected and Informed

- Visit **alamidwinter.org**
- Track #**alamw13** on Twitter
- Join the Facebook community: on.fb.me/SRs5Cw
- Check out the **ALA Midwinter Scheduler** after November 7—and the mobile app in December—which allows you to receive updates, plan and organize your Midwinter time, get tailored recommendations, create a sharable calendar, and more!

SEATTLE CENTRAL LIBRARY

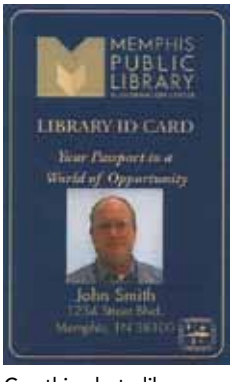
Squeeze in a self-guided cellphone tour of the glass-covered Seattle Central Library at 1000 Fourth Ave. The building, opened in 2004, features 400 public computers, a chartreuse elevator, book stacks that spiral up four floors, and a 12,000-square-foot reading room with a view of Elliott Bay. Check out the Tech Logic book-handling system, which processes more than 1,400 items per hour.

How Libraries Count in the 2012 Election

As icons of civic engagement in America, libraries are perfectly positioned to host voter registration drives and, as local statutes permit, be venues for early voting and Election Day polls. In this particularly spirited election year, libraries may be playing their largest role yet in such efforts. Consequently, they have also been drawn into the national debate over how best to protect voter rights and election integrity.

The stage was set this past summer at the ALA Annual Conference, when the Association's governing Council passed a resolution that "opposes voter ID laws, restrictions on voter registration, cuts to early voting, and any other laws resulting in the restriction of lawful access to voting."

Libraries stepped into the breach in states where voter ID laws were recently enacted to clarify the new requirements. A voter clinic at the Northern Tier Regional Library in Gibsonia, Pennsylvania, took place October 2, the day before a state court halted enforcement of the new law for the 2012 election.



Can this photo library card double as voter ID?

But Memphis (Tenn.) Public Library and Information Center continues to find itself embroiled in the implementation of Tennessee's year-old voter ID law. Memphis Mayor A. C. Wharton Jr. declared in early July that Shelby County residents who had opted to obtain a photo ID library card could use it as valid voter ID in the county's August 2 primary. Although US District Judge Aleta Trauger ruled July 31 against Wharton's interpretation, the city of Memphis continued pursuing the matter at the state level and, the *Memphis Commercial Appeal* reported October 12, will argue the validity of photo library cards as voter ID to the Tennessee Court of Appeals on October 14—a few days before early voting was scheduled to begin in that state.

For most libraries, voter education efforts were comprised of offering topical reading materials and linking to such nonpartisan websites as the League of Women Voters' Vote411.org resource for voter-education materials. "In many cases, libraries have also graciously provided space for League issue forums and candidate debates," Jeanette Senecal, senior director of elections for the League, told *American Libraries.* She added that hundreds of libraries also made space available for voter registration drives, particularly on the first-ever National Voter Registration Day, held September 25.

> Loudoun County (Va.) Public Library was so inundated with requests for voter registration events that it briefly stopped providing space for third-party get-out-the-vote drives.

"If you think about it, this makes sense," San Antonio Public Library board chair Jean Brady wrote in a guest editorial in the September 23 *San Antonio Express-News*. "We are dedicated to freedom of information, certainly important for an educated electorate."

Loudoun County (Va.) Public Library was so inundated with requests to accommodate voter registration events that Director Chang Liu and Loudoun County Administrator Tim Hemstreat decided the library should stop providing space for third-party get-out-the-vote drives in mid-September. Several days later, the library board reversed course. "It wasn't any deliberate attempt to say we're not going to allow voter registration," board chair Nancy Nuell said in the September 24 *Leesburg Today* of the board's September 19 vote to rescind the ban.

At least one library profited monetarily from election fever. Charlotte (N.C.) Mecklenburg Library leased the 570-seat children's theater in its Imaginon Library to Comedy Central's *Daily Show,* which used the space to broadcast the week of the Democratic National Convention. CML and its private partner, the Children's Theatre of Charlotte, split $94,488 in rent. —*Beverly Goldberg*

Librarians of Color Meet in Kansas City

By 2015, people of color will comprise a majority of the US population. And to adapt to these changing demographics, the goal of librarians will be two-fold: Address the needs of these diverse communities and have the profession better reflect them.

That was the message at the second national Joint Conference of Librarians of Color (JCLC), where more than 800 librarians and exhibitors gathered September 19–23 in Kansas City, Missouri.

The conference—last held in Dallas, in 2006—centered on the theme "Gathering at the Waters: Celebrating Stories, Embracing Communities." Sonia Manzano, best known for playing Maria on *Sesame Street,* was the keynote speaker at the opening general session, where she told of growing up in the South Bronx and conveyed the importance of libraries in the lives of children. Author and activist Jamal Joseph spoke at the closing session and discussed his stint as a Black Panther in his youth.

A handful of banned texts on display at the "50 for Freedom of Speech" gathering.

Engagement

At the plenary session, leaders of the five ethnic caucus associations—representing African Americans, American Indians, Asian/Pacific Americans, Chinese Americans, and Latinos—discussed diversity, community engagement, and leadership with ALA President Maureen Sullivan, who moderated the event.

During the conversation, Jerome Offord Jr. of the Black Caucus of the American Library Association said librarians of color need to engage with students at a younger age to recruit them into the profession.

This idea of providing support for the next generation of librarians was a common one throughout the conference. Also prevalent was the message of embracing diverse patrons.

At a program called "Welcome, Newcomers! Using Demographic Data to Better Serve Your Immigrant Communities," Fred Gitner and Wai Sze Chan, librarians at the New Americans Program at Queens (N.Y.) Library, focused on ways to identify local demographic shifts, build collections, develop programming for multilingual patrons, and promote services. "We must show that the library is open to all," Gitner said.

Book trafficking

To celebrate Hispanic Heritage Month, September 15–October 15, and to protest against Tucson (Ariz.) Unified School District's ban on Mexican-American studies (*AL,* Mar./Apr., p. 13), more than 100 people gathered for the "50 for Freedom of Speech" read-out, sponsored by Reforma and ALA's Freedom to Read Foundation. Local educators, artists, students, and residents read excerpts from banned texts, including works by authors Sandra Cisneros and Junot Díaz.

Digital divide

At the all-conference program "All Things Digital," sponsored by the Institute of Museum and Library Services (IMLS), conference-goers were reminded that despite rapid technological advances, one-third of Americans still have no broadband access.

Panelist Jon Gant, a research associate professor at the iSchool of the University of Illinois at Urbana-Champaign, detailed various projects throughout the country whose aim is to expand digital access. One such project is Connect2Compete (C2C)—which will offer low-cost computers, discounted high-speed internet, and free digital literacy training from libraries to underserved communities. (ALA's Public Library Association recently received an IMLS grant to develop digital literacy education, in part for C2C.) Another project is Urbana-Champaign Big Broadband (UC2B), a fiber-optic network that will run between the two Illinois cities after first being established in their underserved areas. Gant also cited the Google Fiber project, which is expected to bring broadband access to neighborhoods in Kansas City, Missouri, and Kansas City, Kansas.

"We often talk about how it takes a village to raise a family," said Gant. "The village needs to provide the infrastructure."

—*Sanhita SinhaRoy*

Barbecue? Flamenco Dancing? Learning Gets Interactive

Grill masters show patrons how to cook up the perfect barbecue.

On a sunny spring Saturday at the Louisville (Ky.) Free Public Library (LFPL), hundreds of people with schedules in their hands rushed down hallways and up stairs, wondering, "What should I learn next?" Flamenco dancing or magic tricks? How to cook perfect omelets or how to start kayaking? How to win at Scrabble or how to raise chickens?

The day was part of the library's first How-To Festival, an experiment in high-intensity community-based interactive learning, and it attracted 1,000 people.

The original plan was to teach people 50 things in five hours for free. But as new ideas rolled in, the schedule expanded to 80 continuous free classes, exercises, and demonstrations, which were held in 20 rooms and other spots throughout the Main Library, from 10 a.m. to 3 p.m.

More than 100 individuals and community groups contributed their expertise and enthusiasm—from tai chi practitioners to local chefs to dance instructors and business leaders.

For LFPL, the festival also celebrated something larger: its evolving role as a community crossroads, where people come together to learn new things in a fast-paced world—and have a great time in the process.

It was a start-from-scratch undertaking that grew out of a "what if" conversation a year earlier: If people love to learn new things but never have enough time, what if the library made it easy, fun, free, and convenient to do so?

Photo: Louisville (Ky.) Free Public Library

A small team of three staff members carried off this feat with a budget of less than $1,200. When festival day rolled around, the circle of helpers had widened to about 35 and included supervisors, runners, IT experts, and facilities staff.

The biggest challenge was imagining something on such a large scale, in so many locations (within one building and its grounds), and with so many presenters.

Getting started

Here are some tips on how to put on your own How-To Festival, based on our experience:

- Start planning six months out. First think about community interests, lively presenters, and themes you might want to develop (for example, cooking, bicycling, tech know-how, and gardening).
- Quickly contact the folks you most want to recruit as presenters. Get on their schedules early.
- Imagine the library that day—its main entrances and key spaces. Think about how you can make these areas festive and appealing while using them as productively as possible.
- Get creative with space: LFPL created a "center stage" in the largest lobby. A staff lounge became "the kitchen." A book-sorting area had the hard floor necessary for the "dance studio."
- Look for great sights and smells: At one entrance a team of competitive barbecue guys cooked, gave pointers, and provided samples all day. Weaving around indoors throughout the day were roller-derby members on skates, jugglers, and yo-yo trick performers. Presenters were encouraged to bring props and to create experiences that were hands-on. People left with samples, recipes, handouts, and projects—from knitting to calligraphy to frosted cupcakes.
- Consider your budget. For us, costs included the food that needed to be cooked at the grills and in our "kitchen," rental tents, chairs, and supplies such as sample cups and toothpicks.
- Imagine the day from an attendee's perspective. The library invited food trucks so people didn't have to leave for lunch. Detailed signs throughout the library helped people navigate.
- It was a guessing game to match room size to crowd size. The final steps included a detailed schedule with 30 to 50 minutes for each presentation. For the public, schedules were posted and published in two forms: by time and by room. A logistics coordinator made careful lists of presenter needs, contact numbers, and email addresses, and then recruited staff to stage-manage the many locations. Every presenter received a telephone call in the three weeks before the big day to confirm details and was emailed maps, parking directions, and the complete schedule.
- To get the word out to the public, the library not only put up posters and issued news releases, but it also emailed fliers to every participant so that they, too, could forward them to friends and groups. As he or she checked in, each presenter received a library tote bag and a thank-you note signed by LFPL Director Craig Buthod.

Professional dog trainers give tips on how to keep Fido well behaved.

More than 100 individuals and community groups contributed their expertise—from tai chi practitioners to local chefs to dance instructors and business leaders.

Following up

Attendees sent feedback via Facebook, Twitter, snail mail, email, and in person at library locations throughout Louisville. One visitor emailed our director this big-picture compliment: "I really believe a library's role in the community is to expand the world of the people who live there, and this event embodied and fulfilled that purpose wonderfully."

Planning is already underway to create How-To Festival 2.0 with a roster of mostly brand-new presentations. Visit www.LFPL.org/how-to for more information.

—Judy Rosenfield
education manager
Louisville (Ky.) Free Public Library

New Americans and the Digital Literacy Gap

While major urban centers like New York, Miami, and Los Angeles have always drawn new immigrants, there are many pockets of immigrants now drawn to mid-size cities because of job opportunities and proximity to families and former neighbors from their homes abroad. Some come to the US without significant digital literacy skills, and local libraries take up the challenge to help them meet their online needs. Here are two library systems, one in Idaho and one in Minnesota, that have found innovative ways to provide resources to these unique groups.

Refugees and other new immigrants are increasingly turning to their local libraries to learn digital skills.

Idaho's "Train the Trainer" program

Boise and Twin Falls, Idaho, may not seem like major cities for immigrants but both have speakers of Hindi, Karen, Russian, and other foreign language who need digital literacy skills. The Idaho Commission for Libraries, in partnership with the Idaho Office for Refugees, developed a program that trains foreign language speakers to, in turn, teach digital literacy to others in their language groups.

With an "Online @ your library" project grant (funded by the Broadband Technology Opportunities Program of the US Department of Commerce), commission staff trained 12 new Americans to use library tools to transfer digital literacy skills to others. The trainers now offer workshops and one-on-one coaching sessions in library facilities and in their communities using library resources. "Individuals are getting the skills they need to apply for jobs, find information for their families, help their kids with school, and live in our 21st-century America, where technology know-how is very important," said Gina Persichini, consultant for the Idaho Commission for Libraries.

Over a series of three afternoons, these 12 trainers learned about library resources and other online tools needed to help the refugee community.

Commission staff members pulled together a collection of digital literacy tools available through Idaho's statewide database program (LiLI.org), the "Online @ your library" project, and other free online resources. The tools were organized into digital literacy guides addressing the following: finding a job, education, family and health information, access to e-government services, using a computer, and using the internet.

Staff spent only three months to clarify goals, develop the guides, find trainers, and deliver the sessions. Partners set out with the modest goal of teaching 200 individuals over six months. Just three months into training, the refugee trainers have exceeded all expectations. In that time, 212 coaching and training sessions were held, reaching 914 refugees in Boise and Twin Falls.

Trainers have been using public libraries to introduce trainees to public computers, library materials, and wireless internet. In some cases, the trainers have been reserving meeting rooms and laptop computer labs for training sessions.

Persichini said she hoped that those being coached will learn about the library as a place for online connectivity. She set a target of just 25% of the coaching sessions taking place in libraries (some were expected take place outside the library, such as in a coffee shop). Not only did trainers far exceed the number of individuals trained, but they also used a public library for 71% of those sessions. "We hoped that our project would highlight libraries and were pleasantly surprised by its immediate success," she said.

Minnesota library reaches out

Two Somali refugees, an uncle in his 60s and a nephew in his early 20s, started learning English together at Franklin Learning Center (FLC) in Minneapolis, a part of the Hennepin County Library system. The uncle had never used a computer before. After English class one day, he watched his nephew using a social networking site at the Franklin branch and decided that he'd like to learn how to use a computer too. Staff members helped him practice basic mouse and keyboarding skills, and soon the uncle was exploring online on his own.

Another FLC patron, a 69-year-old Jamaican immigrant, lost his job during the summer. He hadn't used a computer much but needed to learn in order to access unemployment benefits and apply for jobs online. "It was great to see him grow with his skills," said Nancy Thornbury, coordinator for FLC. She said they first practiced setting up his account and how to get in and out of it; then she reminded him to sign out. "Very quickly he was doing this on his own," she said. "It paid off, because he found a new job."

The Franklin branch has a nearly 100-year history of reaching out to

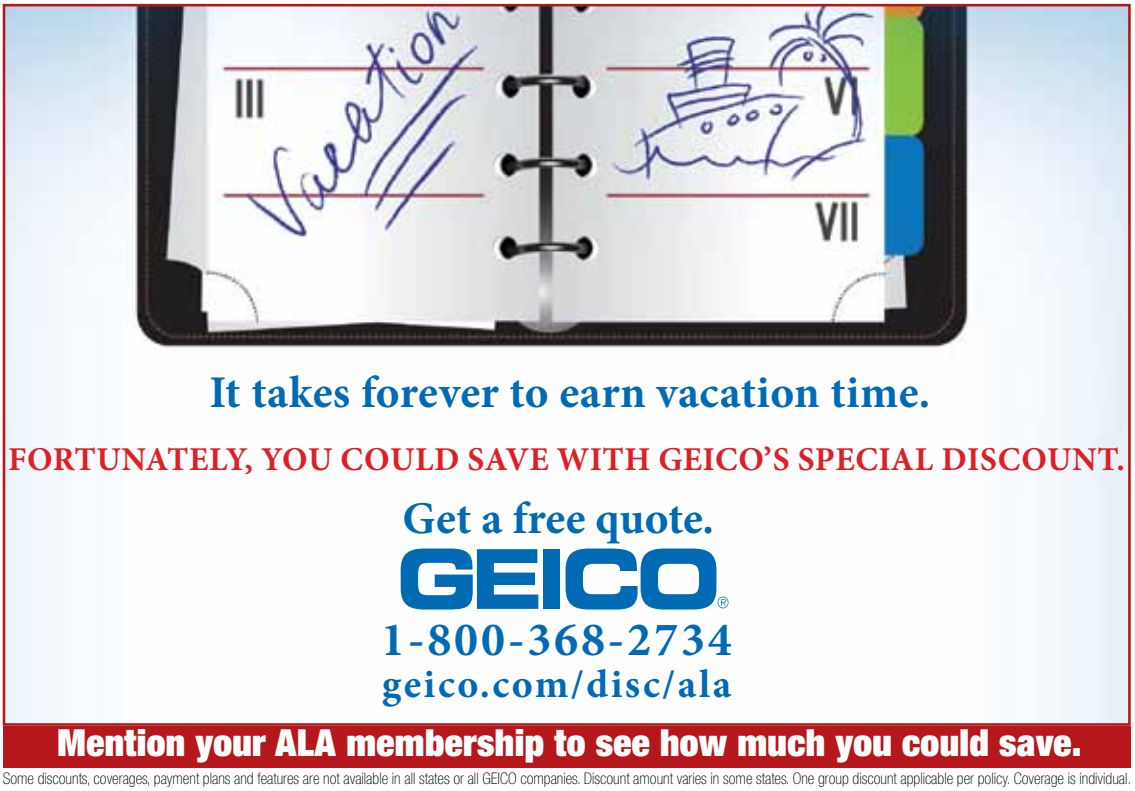
new Americans. When it opened in 1914, one-third of the library's collection was in Norwegian, Swedish, Yiddish, and other foreign languages. The FLC opened in 1988 primarily to assist US-born adults in preparing for the GED test. Today it primarily serves those seeking to learn English, many of whom are from Somalia. The GED remains part of the teaching mission, though—especially after it was announced that, beginning in 2014, GED tests will be given only by computer.

Gretchen Wronka, multicultural services and digital literacy librarian at Hennepin County Library, said she recruits library volunteers from the local refugee communities to help bridge cultural and digital gaps. "We see people who don't have the most basic digital literacy skills, like how to use the mouse," said Wronka. She quoted a 2012 City of Minneapolis Community Technology survey of 8,000 Minneapolis-area residents, which found that in low-income areas—and immigrant community neighborhoods in particular—the technology disparity "was horrific. We have a huge, huge digital literacy gap in the community."

Hennepin County's three full-time staff outreach liaisons work within immigrant groups to assess needs, recruit volunteers, and monitor progress. Chaleng Lee works with the Hmong immigrants from China, Laos, Thailand, and Vietnam. Spoken in several dialects, Hmong was almost exclusively an oral language until the 1950s, which adds to this community's digital literacy challenges. "The computer is so new [to most Hmong people]," Lee said. "The pace of learning within an immigrant-centered computer class is different from one geared to the mainstream," he added, noting that classes need to have the flexibility to adapt to each learning level.

To help promote the library as a key resource for Hmong families as they help prepare their children for school as well as after they are enrolled, Lee attends school parent meetings and other community events, soliciting input from local residents about their library needs. He also represents the library on several statewide advisory committees working on collaborative projects that affect Asian and Pacific Islanders. "We do a lot of community partnering," he said.

The success of the program has circled back to the library itself. One liaison was recently promoted into a library system position and will be helping make policy and work with all populations in Hennepin County. ▮



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Conference Explores Future of Libraries

The 40 continuous hours of Library 2.012, the "Future of Libraries" free conference, which ran from October 3 through October 5, featured 150 presentation sessions and 11 keynote addresses from across the globe. Topics ranged from physical and virtual learning spaces to evolving professional roles in today's world, organizing and creating information, changing delivery methods, user-centered access, and mobile and geosocial information environments.

Librarians from all over the world participated in three days of talks on ebooks, access, learning, and more.

ALA offered five sessions at the event, which have been archived and are available at library20.com:

"Collaboration, Innovation, Education: A Model for Successful Financial Literacy Programming at the Library," presented by Aubrey B. Carroll, information service manager at Florence County (S.C.) Library System;

"The Influence of E-Trends on Library Management," presented by Kathy Rosa, director of ALA's Office for Research and Statistics;

"Restoring Contemplation—Why We Should and How Libraries Can Help," presented by Jessie L. Mannisto;

"What Can Libraries Learn from New User (and Nonuser!) E-Reading Data from the Pew Internet Project?" presented by Kathryn Zickuhr, Pew Internet research analyst, and Larra Clark of ALA's Office for Information Technology Policy (OITP); and

"Ebook Business Models for Public Libraries," presented by Carrie Russell, director of the Program on Public Access to Information at ALA's OITP.

American Libraries listened in on several of the sessions, which offered everything from great websites that school librarians can use to assist students' research to the new librarianship worldview. Librarians in special, academic, school, and public libraries, as well as US college students from rural and urban areas and others as far away as New Zealand and Argentina, participated in the online chats.

As participant Kerryn Whiteside noted in a chat about ebook models for public libraries, "Lots of food for thought—and some hope."

—Laurie D. Borman

GLOBAL REACH

UNITED KINGDOM 1

A clear strategy is needed if more libraries are to adopt e-lending across England, Culture Minister Ed Vaizey said September 26 as he launched a review of the best ways to make ebooks available on loan to the public. Vaizey has asked William Sieghart, founder of Forward Publishing, to lead a review of e-lending to help ensure that libraries, readers, authors, and publishers can all benefit as the service grows.—*UK Department for Culture, Media, and Sport, Sept. 26.*

SWEDEN 2

Following a storm of media criticism, officials at the Kulturhuset library in Stockholm have reversed their decision to remove *Tintin* comic books from the shelves, saying the move happened "too fast." The reversal comes after a newspaper report in which Artistic Director Behrang Miri said the library planned to remove *Tintin* comics from its shelves because of their racial stereotyping of Africans, Arabs, and Turks. *Tintin* was created by Belgian artist Georges Remi.—*The Local, Sept. 25; Dagens Nyheter, Sept. 25.*

BOSNIA AND HERZEGOVINA 3

Twenty years after it was burned down by Serbian shelling during the Bosnian War, the former National Library building in Sarajevo regained some of its former glory as workers completed the refurbishment of its façade October 3, marking the end of the third phase of its reconstruction. The collections will return when the restoration is completed in 2014.—*Balkan Insight, Oct. 4.*

INDIA 4

One of India's oldest libraries is facing closure after government funding was withdrawn. Old Delhi's Hardayal Municipal Public Library houses one of the country's finest collections of rare antiquarian books. But today the building is dilapidated, its books are caked in dust, and their pages are slowly disintegrating in rooms without air conditioning. A campaign to save the library has been launched with the support of some of India's leading writers and scholars.—*New York Daily News, Sept. 7.*

CHINA 5

Books by Japanese authors and titles on Japanese topics have been removed from bookshops in Beijing, and authorities are pressuring Chinese publishers not to translate and publish Japanese content as tensions escalate between the two countries over a territorial dispute. On September 14, Japan renewed its claims to the Senkaku Islands, known as the Diaoyu Islands in China, a string of small, uninhabited islands off China's eastern coast. —*Christian Science Monitor, Sept. 25.*

SOUTH KOREA 6

A new library opened on September 24 that will better serve the country's 250,000 people with disabilities. Located within the National Library itself in southern Seoul, the new facility will represent 38 smaller libraries for people with disabilities around Korea. The library will also collect, produce, and distribute alternative formats, including audio and Braille books, on behalf of the other libraries.—*Yonhap News Agency, Sept. 24.*

VIETNAM 7

Ho Chi Minh City has 24 public library districts and many academic libraries, but a lack of funding and poor management have strained the system. Most librarians are concerned that, with shortages in new books and periodicals, they can no longer attract young readers. A survey conducted at the three biggest universities specializing in social science training in late 2011 showed that schools do not pay much attention to upgrading libraries simply because they lack the funding.—*News VietNamNet, Sept. 21, 23.*

AUSTRALIA 8

Findings from Softlink's annual Australian School Library Survey have revealed a positive link between literacy results and school library resource levels. The April 2012 survey found that students attending schools that received above-average levels of library funding and staffing placed higher than the national average on National Assessment Program–Literacy and Numeracy test scores.—*Softlink.*

NEWSMAKER: **JOHN CHRASTKA**

John Chrastka, ALA's director of membership development from 2003 to 2011, didn't leave library advocacy behind when he resigned from ALA to devote more time to his start-up consulting agency. First, he was already on the board of the Berwyn (Ill.) Public Library (where he has served for six years). And now, in characteristically maverick fashion, Chrastka has launched a national library political action committee (PAC), EveryLibrary.org, to help public, school, and academic libraries get ballot initiatives passed in 2013 and beyond. Chrastka discussed his vision with *AL* Senior Editor Beverly Goldberg on October 5.

***AMERICAN LIBRARIES*: Why did you take on such an ambitious endeavor as forming a national library PAC?**
JOHN CHRASTKA: There is a gap in library advocacy that can only be addressed by a PAC. The gap happens because of IRS regulations about political speech by 501(c)(3) groups and associations such as ALA, the Urban Libraries Council, OCLC, and the Gates Foundation. State libraries—and the local library itself—cannot use tax money to fund a get-out-the-vote campaign. Under current law and regulation, the library community needs a national PAC to support a local library when it is on the ballot. From my years as a library trustee, as a former ALA staffer who knows the advocacy ecosystem personally, and as a political junkie, I am in a good position to make it happen.

How many library campaigns do you expect EveryLibrary will be able to support in its first year? Every single one that is on the 2013 ballot through the new, free, and fully customizable campaign tools we will create for library campaigns. We plan on print, email, and surface-mail templates, phone and door-to-door canvassing scripts, web-quality video and audio files, and high-resolution art for yard signs and billboards. We also plan to rally volunteers to help staff phone banks for certain campaigns. As we build funding, we'll add voter segmentation and analytics.

Has anything like this been attempted before? When I started planning EveryLibrary, I commissioned a white paper covering the last 10 years of library PACs to make sure I wasn't encroaching on any existing national projects.

What would be a good test case for EveryLibrary to try first? There are three I'd like to see us focus monies on in 2013: (1) A library that had a previous ballot measure fail. (2) A library asking for a construction bond for the first time in a long time. (3) A referendum for a new library district.

Do you have any concerns about local governing authorities misconstruing EveryLibrary as an outside special interest? EveryLibrary will work to support the local library ballot committee or PAC with the funds they want and the political consulting they need to succeed. In every case, we will not be coming into a district independent of the local library committee. We will, however, not be shy about talking to local government about how libraries build communities and change lives; about how librarians are partners for local businesses, educators, and parents; and how, as a country, we are better off when a local community has a library with the right funding, staffing, and collections. It's not rough-and-tumble politics.

What kind of reaction has there been from ALA leadership to your vision of a nationwide library PAC? Several are personal donors. I want to see ALA's Office for Library Advocacy succeed and I fully support the Washington Office, but neither can say "Vote yes on Measure L" like we can. United for Libraries [formerly ALA's Association for Library Trustees, Advocates, Friends, and Foundations] trains trustees on effective campaign planning, but by statute public money stops once a measure hits the ballot. EveryLibrary will be able to help fill in those gaps.

How will you measure EveryLibrary's effectiveness? Fundamentally, by whether we helped move more library measures to the "win" column. By whether we've inspired libraries whose previous measures failed to try again now that there is national support. By whether there is a new or energized infrastructure for political action in the communities we have helped. ▮

To read the extended interview with John Chrastka, visit americanlibrariesmagazine.org.

What They Said

"In this difficult economic climate, public libraries fill a critical need in the community. For years, we've had library users who expressed interest in a way to show their support for libraries of all kinds—public, academic, and special libraries. This new license plate is a great way to do that."
LINDA KOMPANIK, chair of the Kentucky Library Association's Library Awareness Committee and director of Logan County Public Library, on spearheading the effort to get the state to issue "Support Kentucky's Libraries" license plates.

"The truth is, I don't know why brick-and-mortar libraries still serve a purpose. I could have checked out the ebook version, but instead, sitting somewhere in the mid-800s of nonfiction, I have found a perfect location, just light enough to read but shielded from passersby. Turning the thick, dinner-stained pages of *Ramona the Pest,* the dust jacket crinkles, and within a single chapter I am 8 again. This is my third place; my place between work and home where I belong. And sitting here is why I continue to fight for public libraries."
CHELS KNORR, "Why Do We Still Need Public Libraries?" Thought Catalog, Sept. 30.

" 'She's a librarian,' Sim said. 'They're not teachers; don't give you half as much hassle. If there's a fire in the school and I've got to choose who I'm gonna save—a teacher or a librarian—the teacher's gonna burn every time.' "
KEITH GRAY, *Ostrich Boys* (Random House Books for Young Readers, 2010), p. 24.

"I will only record now that every time I stepped into the Rice library [Rice Institute, later Rice University, in Houston] I felt a mingled sense of security and stimulation—a rightness of some sort. I felt that I had found my intellectual home and began to relax in ways that had not been possible on the ranch, even after I got old enough not to have to worry about the poultry."
LARRY MCMURTRY, *Walter Benjamin at the Dairy Queen: Reflections at Sixty and Beyond* (Simon & Schuster, 1999), p. 66–67.

"We need to replace the dusty shelves and crusty books with more desks, conference rooms, and computer terminals. Computers are the new gateways to the vast sea of human knowledge, and the library's floor plan should reflect that fact. Keep the books, but store them in an off-site depository."
Recent Harvard graduate GEORGE HAGEMAN in an op-ed, "Seattle's Libraries Need a Makeover for the Digital World," in the *Seattle Times,* Aug. 27.

"Here's the thing about librarians: They are the only people I know who are incredibly excited TO DO YOUR WORK FOR YOU."
JUSTIN REICH, "Librarians Are Completely Awesome," *Education Week: EdTech Researcher,* Aug. 16.

"[T]he dispositions of mind displayed by these librarians are wide as the poles asunder. Some of them babble like babies, others are evidently austere scholars; some are gravely bent on the best methods of classifying catalogues, economizing space, and sorting borrowers' cards; others, scorning such mechanical details, bid us regard libraries, and consequently librarians, as the primary factors in human evolution."
AUGUSTINE BIRRELL, "Librarians at Play," *In the Name of the Bodleian and Other Essays* (London, 1906).

"But I love libraries. Bastions of truth in a world full of lies."
Abby, a character in *With Her Eyes Wide Open* by Seth Harper (lulu.com, 2012).

"The archives decision is one of the toughest decisions I've had to make. But it was the least impactful to Georgians."
Georgia Secretary of State BRIAN KEMP, speaking at a meeting of the Athens–Clarke County Republican Party in defense of his decision to cut costs by limiting public access to the state archives to Saturdays, effective November 1, in "Kemp Doubles Down on Archives' Lockdown Being Best Cut to Make," *Athens (Ga.) Banner-Herald,* Oct. 8.

"If librarians were honest / they would say / No one spends time here without being changed." A poem by JOSEPH MILLS titled "If Librarians Were Honest," published in the collection *Sending Christmas Cards to Huck and Hamlet* (Press 53, 2012).

"In today's world of cynicism and materialism, I don't hear much about investing in the future or making sure children are literate and well-educated as an expression of patriotism. Our children will compete for jobs with people whose communities provided the educational support available from an adequate library."
RON MITCHELL, "Funding the Library Is Also a Form of Patriotism," in a letter to the editor in the *Casper (Wyo.) Star-Tribune,* Sept. 22. ▮

Creating a New Tradition

A tag sale yields goodwill along with revenue

by Daria D'Arienzo

Half a dozen tween girls are crowded around several large tables stacked with odds and ends in the windows of the Meekins Library in the center of the small town of Williamsburg, Massachusetts (population 2,500).

Two girls kneeling on the floor are pulling things out from under an old oak table that has been part of the library furnishings since 1897. Two more girls are peering over a friend's shoulders, excited with each surprise emerging from the boxes. Others stand peering into baskets on another table. Each girl has a whimsical polar fleece scarf draped around her neck and they are comparing patterns and laughing. But, what are they *really* doing?

People have not only exchanged objects but also the stories that go with them.

They're supporting their local public library.

Meekins Market, our small library's holiday tag sale, is part of the newest recycling activity in our community. As a fundraiser and "Friend-raiser," the Meekins Market offers a fun way for area residents to shop while raising much-needed revenue for the library.

The Meekins Market started as an experiment. In recent years our services have been in greater demand, but financial resources have not kept pace. Having been through a series of "clean outs" with family and friends who were unsure what to do with the still-useful items they were discarding, I wondered if Meekins Library could combine recycling and fundraising in a seasonal tag sale (combined with a community food and clothing drive). It would all be sponsored by the Friends of the Williamsburg Libraries and held in November and December—holiday season, when everyone has less free cash yet wants to find the perfect present for their mother or sister or grandparent or friend or classmate or colleague.

The first year we started small: one table with a few items donated by library volunteers and Friends. Most of the items were geared to be affordable for schoolchildren, who could shop for gifts for their siblings and classmates. Featured merchandise included books for all ages.

One table turned into three, and we made a respectable amount of money and created goodwill all around. The Meekins Market's initial success gave us hope to extend it for another year.

In its second year, the Meekins Market lasted for five weeks. Building on our first year's experience, we had a better idea of the kinds of merchandise our community members sought—almost anything useful, decorative, in good condition, and modestly priced. The library was open four days a week, and we added more products each day, luring shoppers to return to see what new items were for sale.

By year three the Meekins Market had become established, and it further blossomed in year four. People of all ages stopped by regularly. Our earnings grew too: Between years one and two, they quadrupled. And between years two and three, they doubled. In year four we grew modestly, just topping the third year's earnings. We're constantly reminded that community members have embraced the market because merchandise comes to us, unsolicited, all year long.

Sparking joy

Now approaching year five, the Meekins Market is an annual event, eagerly awaited and thoroughly enjoyed. People have not only exchanged objects but also the stories that go with them—like the small perfume bottle one grandmother had collected that became a present for a local volunteer's sweetheart.

Libraries like Meekins are the hearts of their communities—far more than the sum of its librarians, volunteers, patrons, building, collections, events, and regional infrastructure. What started as a spark of imagination is now a joyful—and lucrative—tradition in our community. ▮

DARIA D'ARIENZO *is archivist of the Meekins Library in Williamsburg, Massachusetts, and founder of the Meekins Market.*

Social Media?

Using online tools to improve service

by David Lee King

Are efforts to use social media worth it? Indeed, they are. I see many reasons for libraries—or practically any other organization—to use these tools.

Listening

Listening comes first. Before your library starts "talking back" online, set up listening tools to see and hear what customers are saying about you, your services, and your community. Listening tools are easy to establish. For starters, create a search in Twitter for your library's name (for example, "topekalibrary" and "topeka library" for Topeka and Shawnee County Public Library). Save that search. Now, whenever someone uses those keywords in a tweet, you'll see it (assuming you revisit that search in your Twitter reader of choice). Next, set up and save an advanced Twitter search for the word "library" and the name of your town or city. When someone uses the word "library" in your vicinity, they may be talking about you. You can set up similar searches in Google Alerts (google.com/alerts) and subscribe to those alerts via email or RSS. When a new search result appears, you will be notified.

Using Twitter and Google Alerts helps you learn what customers are saying and how they interact with your library. Use this information as an informal focus group. Once you're comfortable with social media, start answering questions that pop up.

Social media is called "social" for a reason.

Communicating

Social media is called "social" for a reason. They enable communication. Using social media tools through the acts of friending and following gives your organization direct access to customers. This is *huge*. If people choose to follow you, it's because they like your organization and want to stay updated. Your library needs to follow through by providing interesting information.

Answering

Answer questions as they arise. You'll see two types of questions: direct and indirect. Direct questions are asked by a customer via social media. Your role, obviously, is to answer the question. You'll also want to exceed customer expectations by answering their indirect questions. These are questions your customers directed to their friends via social media. You may see them through your listening tools or because you also follow their friend.

Sharing new stuff

Have a new service at the library? Have a fun event coming up? Share it via social media. Tweet it, make a short YouTube video about it. Add it to Facebook Events. Share photos of the event on Flickr, Facebook, and Twitter. After seeing the posts, people who missed the event may come next time. If it's a service, share what you're doing and why—and invite people to use it.

Sharing staff and personality

It takes real people to answer questions. When real people talk to customers, their personalities come out, quirks and all. This holds true with social media. And that's okay, because sharing a little personality here and there makes you seem real, and people like that. The other side of this idea is training. Some staff will be comfortable being themselves online in an organizational setting, while others will need some training on how to interact in a positive, purposeful manner when using an organizational social media account.

Being "alive" online

When an organization actively participates in social networks, it shows that someone is interacting with customers. Everyone would agree that asking a question and receiving no response does not encourage someone to ask another question. Why bother? Responses make your social media account seem alive and worth following. Assuming you do a good job at it, it also makes the library seem active and worth following. ▮

DAVID LEE KING *is digital services director for the Topeka and Shawnee County (Kans.) Public Library. He cowrites the American Libraries column Outside/In and is author of Face2Face. This article is excerpted from the Aug./Sept. 2012 issue of Library Technology Reports.*

The Wheel Turns Again

Another milestone, measured in quarter turns

by Joseph Janes

And here we are, at my 100th column.

Readers with long memories (or nothing better to do) may recall that for my 50th (Feb. 2007, p. 27) and 75th (Aug. 2009, p. 36) columns, I pioneered the groundbreaking idea of letting the internet do my work by, respectively, googling the numbers "50" and "75" and seeing what happened. Good times.

Well, of course, I felt obligated to give it one more try, so I googled "100." The first entry, naturally, was Wikipedia. It was followed closely by the Z100 radio station in New York and a search engine bafflingly called 100.com (which seems rather pointless), and then in 10th position—seriously—a listing for the MARC 21 format for the 100 field. If Google retrieved that because it "knows" I'm a librarian, even though over the decades I have had nothing more than a passing relationship with cataloging, then it's doing a much better job than I believed.

Interspersed through the results were also numerous lists: 100 top this, 100 best that, 100 most, and so on. It's a nice round number, and there's a sense of completion, of circularity, associated with it.

My 100th column comes at my 10-year anniversary of writing it; this double circle gives me a chance to reflect on what has been, what is, and what could be.

Double circle

This 100th column comes smack on top of my 10-year anniversary writing it; this double circle has given me an opportunity to reflect on what has been, what is, and what could be, and I've arrived at the conclusion that a column called Internet Librarian is no longer necessary. Not yet outdated or an anachronism, fingers crossed, but certainly not groundbreaking territory either. I was comfortable saying seven years ago (Nov. 2005, p. 62) that we'd crossed the Rubicon and you can't really be a librarian anymore without the internet. And, we know now, there's no way back.

Thus, with profound fondness and gratitude, I hereby retire that field. As I do, it's only fitting to acknowledge and thank my friend and predecessor, Karen Schneider (whose feature on personal branding appears in this issue, p. 34–37). Karen originated this column and did a characteristically splendid job over many years when the internet was young, the web was a novelty, and we had untrodden ground to explore. Heartfelt thanks, Karen—drinks are on me at Midwinter.

Going forward

So, am I done here? No such luck. The editors at *American Libraries* have agreed to allow me the privilege of launching a new column, a chance for me to have a broader territory in which to play.

This won't necessarily mean I write nothing further about the internet; there are, however, lots of other things to say, think, and ask about. I feel as though I've spent more time here asking questions and providing another way of thinking about things than providing specific ideas or techniques, though there have been a few of those along the way. An occupational hazard for an educator, I guess.

I have truly loved writing these columns, even the ones I struggled with, and people have generally been very kind in their comments about them—all of which will continue, I hope, going forward. This column, and *American Libraries,* has been very good for me and to me, and I can't wait to embark on the next round of this adventure.

Some things won't change

As for that new title: I completely fell into the "but that's another story" tag line with which I've signed off every column. The first time it just sort of fit, and then the second one did too. Soon it became a thing. I also say it all the time; ask my students. So now, happy me, I get to tell some of those other stories … but that's another story. ▮

JOSEPH JANES *is associate professor and chair of the MLIS program at the Information School of the University of Washington in Seattle.*

The DIY Patron

Rethinking how we help those who don't ask

by Meredith Farkas

Like many librarians, I was a frequent user of libraries as a child. Yet I have always avoided asking for help. I wrote an entire undergraduate thesis without talking to a librarian. If I didn't understand something, I'd find a way to figure it out myself.

For years, my experiences fueled my desire to make the reference desk more approachable. There's considerable research on library anxiety, and many people see libraries as places with lots of rules they don't understand. I still believe in the value of making the library more user-friendly, but I don't think approachability is the only reason people aren't using reference services.

Like me, many people simply want to figure things out for themselves. And when there's something about the library they don't understand, they won't go to the reference desk. They'll go elsewhere.

Last year, Bohyun Kim, digital access librarian at Florida International University in Miami, wrote a thought-provoking guest post at ACRLog (bit.ly/rq0oHS) arguing that the emphasis librarians still place on mediated models of service is misguided and may be moving us toward irrelevance. While I believe that reference and instructional services should still be at the heart of what we do, the idea of rethinking our services in light of the DIY mindset spoke to me.

Kim is right: Many library services are based upon a model that no longer exists. In an environment of information abundance, librarians are no longer gatekeepers of valuable bits of information and databases that cost us dearly for each search. Yet our reference services are based on an environment of information scarcity.

When patrons are having difficulty searching a database, how many think, "I wonder if the library has a tutorial on this?" We need to embed help into their workflows.

This is not a call to decrease our focus on instruction but to look at how we can support DIYers at their points of need in using library systems that are frequently not user-friendly. So many libraries have created tutorials, but most simply put learning objects on a "Tutorials" page and call it a day. When patrons are having difficulty searching a database, how many think "I wonder if the library has a tutorial on this"?

We need to think about how we can empower these DIY patrons by embedding help into their research workflows. When they have a problem with their information seeking, help should be available seamlessly—whether that means providing a how-to tutorial within (or beside a link to) a complicated database or making maps available in areas of the library where patrons often get lost. This requires understanding our users' information-seeking behaviors—through methods such as web analytics, ethnographic research, and usability testing—and thinking about embedding help beyond the library's walls and website.

Libraries also need to rethink how we create online instructional content, which is often designed based on how we teach. A patron looking for information on how to determine whether an article is scholarly doesn't want to go through a long tutorial about peer review to find the answer. At Portland (Oreg.) State University library, we're developing a system that will help users quickly find the small piece of instructional content they need to solve their problem. It will be like having a reference interview without the student having to ask for help.

If we want to appeal to the growing population of DIYers, we must enable them to use our resources without coming to the reference desk or a workshop. In-person services are valuable, but we can't make their use a prerequisite for being a successful information seeker. ▮

MEREDITH FARKAS *is head of instructional services at Portland (Oreg.) State University. She is also 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.*

Toughing It Out In a Tight Job Market

By Janice Arenofsky

Hands-on advice to help you stand out during a job search

You're all alone—with thousands of other information professionals—pursuing a library job in a down economy. If not for sheer stubbornness and hard-won self-respect, you might consider a career in the fast food industry.

But don't despair, said David Connolly, who compiles ALA's JobLIST, a resource for career advice and job search information. The market is back to pre-2008, he said. "We may be treading water, but at least it's not getting worse." In fact, according to Connolly, experienced librarians can anticipate a relatively strong job market because the first wave of baby boomers is retiring from such top-level library positions as director and department head. This trend should peak between 2015 and 2019. "There will be a trickle-down effect favoring promotions," said Connolly, "although some libraries are not filling entry-level positions due to budgetary problems."

So the advice for job searchers is compromise—in salary, work environment, and/or geographic location. For instance, consider academic library positions in the Midwest, where there is less competition because of fewer sought-after locations and subject-expert applicants.

Brand

While compromise usually eases the way for job searchers, it does have limitations—unlike brand promotion. Brand promotion means marketing what you stand for—your skills, accomplishments, and knowledge. (See "Personal Branding for Librarians," page 34–37.)

Start by becoming active on social media sites and forums. Communicate a personal message of honesty and integrity that also underscores your strengths and goals. Because employers will google your name as a quick check on reputation, beat them to it and delete what reflects on you negatively. But don't censor yourself unduly; the goal is to be as professional as possible.

"Add your comments to a successful, well-read blog," suggests Connolly. "Or go on LinkedIn or Twitter and start or contribute to discussions." (ALA's JobLIST has a presence on Facebook, LinkedIn, and Twitter.)

First, however, enhance your image in three key areas: track record, technology, and teamwork.

"Prove your value"

If your résumé includes salaried or volunteer experience in public, academic, school, or

special libraries, take a bow. Then work on "quantifying your accomplishments," said Connolly. "Don't just give job descriptions: Document your contributions and prove your value." Highlight specific projects, activities, and results. Also, make certain you spotlight transferable skills such as customer service, project management, or supervision. "Sometimes you can misstate something on your résumé, neglecting to translate the experience [to the library environment]," he said.

But what if after all that, your gas meter still veers toward empty? That's easy—fill 'er up! Demonstrate your creativity and set up a library collection at your church, temple, hobby club, or community nonprofit. Or organize an information database for a medium-size business, hospital, or law firm. In no time at all, you will be mining those projects for treasure.

Been away from libraries more than two years? Update your skills with an online or in-person library science program offering the Certificate of Advanced Study. For instance, Drexel University in Philadelphia offers an online post-master's digital libraries program. Make sure to get an internship or field experience as part of the curriculum. And while you're at it, get published in a few professional journals.

Rev up your inner geek

Technology know-how is a definite plus for employers. Demonstrate any knowledge of web design, computer languages, or e-resources you may have. Create a personal e-portfolio, blog, or website. Film a YouTube video or post digital work-related photos online. List social media sites, blogs, and discussion groups you participate in.

Not sure how computer literate you need to be? Visit a library environment similar to that of your ideal job and learn about the staff's digital proficiencies. Then study these skills on your own, ask a friend or family member to teach you, or take some courses.

Teamwork

You've heard it before, and it's true: Network, network, network. Start with social media sites, then move on to email discussion lists, state/national library conferences, and committee work. Volunteer to help out during a conference—work the reception area and chat with everyone. Set a reasonable goal of exchanging business cards with "X" number of contacts, and follow up with short notes or emails. "It's as critical as a cover letter or a description of your skills," said Connolly, who notes he got his current job six years ago through networking. "Someone who vets you will help you get more than that six-second glance at your résumé."

When networking, start with social media sites and move on to email lists and conferences.

If you have a specialty, offer to do a workshop or give a lecture. Showcase your talents and share. Look for opportunities to present at conference poster sessions. These can lead to publishing opportunities or cementing relationships that ultimately bear fruit. The more you provide solutions, the more people will appreciate, remember, and reward you.

Pile on the positives

Although much of the job hunting literature emphasizes projecting positive attitudes—such as enthusiasm, confidence, and flexibility—exhibiting an upbeat attitude can be difficult if you're feeling discouraged. Try these tips:

1. List as many of your transferable skills (such as keeping accurate records, evaluating job performances, budgeting, etc.) as possible.

2. Contact three people (past supervisors, instructors) who can vouch for your competence. Discuss your ideal job and listen as they tie your abilities and strengths to this position.

3. Don't discount the importance of fitting in. Are you cooperative? Do you pitch in and help? Do you speak well of your colleagues?

4. Service with a smile: Note the times when you have gone the extra mile to locate a document or made certain a customer or patron received prompt, fair service.

5. Learn on the fly. Not yet convinced of your innate talent for innovation and self-starting? Draw on your memory. Remember that first newsletter you spun out on Microsoft Publisher? What about those reading lists for busy parents that you compiled?

Show and tell

"A cover letter is the first thing that gets [an employer's] attention," said Connolly. "It's

IF YOU'VE GOT IT, FLAUNT IT

- MLIS/MLS degree
- Knowledge of HTML and other computer languages
- Visibility in the community
- Subject expertise/master's degree
- A flexible, winning personality

an opportunity to go beyond the bullet points and tell a compelling story." Avoid universal guidelines or "it will look like just another letter the press pumped out," he said. Instead, jump-start your brain at a site like opencoverletters.com to find examples of successful cover letters that landed people actual jobs. "Stick to the traditional," he said. "For example, don't open with a joke."

By putting together an attention-getting cover letter and a solid, well-executed, proofread résumé, you can make that important first cut. To produce a targeted résumé, read the job description carefully and use your past projects to showcase the various skills and knowledge the job calls for.

Employers also look for soft skills such as leadership and cooperation. For instance, if you assisted with library instruction at a community college, consider yourself a digital content curator with teaching skills. Also, check out websites the prospective employer hosts. This will help you understand the work climate or culture so you can slant your résumé appropriately.

"If an applicant is applying for a position where he can easily visit, it would be a good idea to visit the library several times at different times of the day," said Beatrice Calvin, program officer for ALA's Office for Human Resource Development and Recruitment.

Make sure to follow instructions, she advised. If a job posting asks for three copies of a résumé and no telephone inquiries, take these directions seriously or you may be screened out.

The telephone or in-person interview is the final step in the hiring process. At this stage, employers are more apt to consider dress and demeanor as deal breakers. Preparation is vital. Choose clothes that scream conservative professional and rehearse answers to typical questions, such as how you would handle an irate patron or deal with argumentative college students. Know what services the library provides and what its patron demographic looks like. And make sure you can ask one or two good questions regarding library issues. Above all, project a quiet air of respectability and responsibility.

At the same time, "let your real personality shine," added Calvin. "Today, more employers are hiring for fit—someone who will fit into their work culture and with the people already on staff. So don't put on a front and go for what you may believe to be a 'traditional' librarian demeanor. Often employers are looking for something different anyway."

If it looks like a duck …

Widening your definition of "library" may put you on the inside track to a job offer. Standard library skills involve gathering, organizing, and analyzing data, but look beyond their use in government and college-sponsored environments. Industries like business, publishing, and government also embrace these skills. Human resources people may not use typical library science jargon, but they want people practiced at accessing and storing information. Job postings may use such descriptors as "knowledge services director," "information director," "literature scientist," "researchers," "database specialists," or "web developers."

Do not automatically eliminate these positions from your list. Your skills and background may be all the credentials you need. According to the latest data from the US Bureau of Labor Statistics, corporate positions will grow over the next few years because of the need for computer database managers and information organizers.

Although the economy may take a few years to bounce back, resilience and resolution can turn a weak job market into a bright future. Aim for jobs that interest and challenge. Remember: A good fit is important, but the best fit offers room to grow. ▮

TOOLS FOR THE HUNT

ALA JobLIST

ALA's Office for Human Resource Development and Recruitment (HRDR)

What Do Employers Want? A Guide for Library Science Students by Priscilla K. Shontz and Richard A. Murray (Libraries Unlimited, 2012)

INALJ.com (I Need a Library Job)

Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals by G. Kim Dority (Libraries Unlimited, 2006)

LIScareer.com

LISjobs.com

Hiringlibrarians.com

Opencoverletters.com

JANICE ARENOFSKY *is a Phoenix-based freelance writer and former librarian who has written for magazines including Preservation, Newsweek, Experience Life, American Forests, and Herizons.*

Personal Branding *for Librarians*

Distinguishing yourself from the professional herd

By Karen G. Schneider

The trend of establishing and maintaining a personal brand has been a hot topic for some time with the public at large, traceable as far back as 1937 and Napoleon Hill's self-help classic *Think and Grow Rich*, if Wikipedia is to be believed. Unsurprisingly, personal branding has also caught on with librarians, notoriously preoccupied as we are with our professional image, both as we appear to fellow librarians and as we appear to others.

American Libraries columnist Will Manley has traced "image" articles in the library press back to 1949 (*AL*, June/July 2007, p. 152), and WorldCat retrieved more than a dozen doctoral dissertations that have been published on the topic of the library profession's image in the last 50 years, including two as far back as 1961 (*The Image of the High School Librarian as Reflected in Textbooks on Secondary School Administration* by Robert L. Edwards and *The Image of the Librarian as Seen in Eight Library Career Novels* by Virginia McNeil Speiden). In the late 1980s, the Special Libraries Association, under the leadership of then-president Joe Ann Clifton, even established a Presidential Inter-Association Task Force for the Enhancement of the Image of the Librarian/Information Professional (*AL*, June 1989, p. 487) (which could have profited from a companion Task Force on Succinct Titles for Functional Work Groups).

Personal branding is sometimes vastly oversimplified to mean little more than not uploading anything to Facebook you wouldn't want potential future employers to see. But branding proponent Andromeda Yelton, now employed as a technologist at the ebook initiative Unglue.It, notes that personal branding is more proactive and intentional than avoiding lampshade-on-the-head photos.

In 2010, Yelton was a freshly minted librarian entering a gloomy job market. She knew competition would be stiff and decided she "needed to do something to make myself stand out" among oceans of applicants, as she told me via Skype. Her path to employment began with her decision to hone how she was seen by others to maximize her employability and emphasize the unique skills she brings to the job market.

Yelton began her branding experience by asking herself, "What do I want people to believe I can do? How can I get evidence out there? How can I learn how to do things I should know how to do?" This personal inventory allowed her to road test her capabilities, identify and address any gaps, and fine-tune how she presented herself to the job market.

A software programmer, Yelton focused on what she calls evidence-based branding (which in her case meant "writing code that runs on the web somewhere"), blogging, and other evidence of her technical skills. She added, "I don't want people to take my word for it when I say I can do things, and my brand is centered on the evidence of that." The position she ultimately landed is a good fit in part, Yelton believes, because of the personal brand she established.

Bohyun Kim, digital access librarian at Florida International University Medical Library in Miami, agrees with Yelton. From Kim's point of view, "personal branding is about … acknowledging the fact that information about us online will inevitably represent us to others whether we like it or not" and involves "consciously taking charge of that information ourselves." Kim adds that the many opportunities for social networking only exacerbate the confusion for new librarians.

To help librarians sort through the questions about branding, Kim organized and moderated a heavily attended, well-rated panel on personal branding at ALA Midwinter 2011. She was motivated by conversations in the New Members Round Table discussion group of ALA's Association of College and Research Libraries about the challenges new librarians have getting a toehold in the library world. Kim noted that these challenges went beyond job hunting to concerns such as "how to interact

with the profession in general"—including how to participate professionally, how to start a blog, and how to give back to others. In this sense, personal branding can function as a form of self-mentoring, a way to groom yourself into a profession you haven't broken into yet.

The "exploded crayon" look

Not everyone who appears to have a brand agrees he or she is brand-driven. Ingrid Abrams, a librarian in New York City, has startling pink hair and garbs herself in bright, unusual fabrics and prints, appearing, as she puts it, "like an exploded crayon." Her unique style gets her blogged and Tumblr'ed around the web.

But Abrams says her primary motivation is her clientele: She is a children's librarian, and her colorful, fun clothing helps her "break the ice with 2-year-olds." Abrams also ruminated that she may be reacting to having been a "serious child" and a teenager who went through a Goth stage, during which she wore dramatically dark clothing. Her style has become her de facto brand. After she was reassigned to a library on the tonier Upper East Side, her aunt refitted her in Talbots suits. But her coworkers laughed at her, and the clothes slowly migrated to the back of her closet.

Abrams also noted that as her career evolves, her wardrobe may evolve as well, and she may find herself in a position someday where she will feel out of place in her dress with the pink and red hearts, her dinosaur earrings, and her pink hair (though, personally, I hope not for a while).

Branding has also received its share of criticism. Yelton—echoing the general advice of most branding consultants—says that "your personal brand is an evolving relationship." But Kate Sheehan, blogger at Loose Cannon Librarian, questions the ability or desirability of brands to evolve. While noting the value of managing your image in a googleable world—"No one had to ever manage this stuff before"—Sheehan says branding "implies a static nature that is not actually helpful to people." She adds that she "wouldn't want to be tied down by the professional thoughts" she had five years ago.

New librarians seeking a clear personal brand should also take note that many librarians graduate from library school certain that they are headed in a particular professional direction, only to be surprised early on by new interests and opportunities—sometimes more than once in a career. I started out as a children's librarian, a role that lasted exactly six months before I found myself bumping along a path loosely defined by technology and administration. (Within a year, the corduroy and denim jumpers I had sewn the last semester of library school went into the Goodwill box.) If I had overinvested in my "children's librarian" brand—a great career path in theory, a poor match for me in practice—it would have been much harder to change course not once but several times over the past two decades.

Sheehan also argues that people may overestimate their ability to control how they are perceived by others. She observed that in the commercial world, "actual brands are learning you can't control how people perceive their products." Sheehan concluded by asking, "Why are we trying to imitate businesses?" If you're branding because someone tells you to brand, step back and assess what you're doing, and why.

Brett Bonfield, despite his own professional visibility as one of the authors at the blog In the Library with the Lead Pipe, also questions personal branding, arguing, "For most people, I think trying to control our own image is a fool's errand. Most celebrities can't control their own image, and they have a lot more time, money, and incentive than any of us do."

Keeping your promise

Authenticity was another concern raised by everyone I spoke with. An oft-cited aphorism is that the image marketers attach to a brand "is a promise to a customer." If you create an image, you need to be able to deliver on it.

As an employer, I am all too aware that the hiring process is one gargantuan chimera. With the right references and good interviewing skills, it is possible to glib-talk your way into a job you're not qualified for (not simply a career stretch, which is good for you, but a huge mismatch, which is not); in the end such a move will make you and everyone else miserable. Don't be timid about your capabilities—a failing common to many women in librarianship—but don't build a huge shiny brand based on skill sets you will never have or someone you will never be. That's not a personal brand: It's a Potemkin village. As Abrams said, "If you are hired as someone else, do you really want to spend five years pretending to be someone else? And how unhappy is that going to make you? Be yourself, and they will love you as you are." And if they don't, find someplace where they will.

ESTABLISHING A PERSONAL BRAND

FIVE QUESTIONS TO ASK YOURSELF

- What would an employer learn if he or she googled me?
- What kind of job am I looking for?
- What's my personal mantra?
- If I asked my friends to describe me, what would they say?
- How can I make myself stand out in a crowded field?

Additionally, many wonderful job candidates don't have distinctive, highly public personal brands for any number of reasons. A strong personal brand can be a sign of a poised, focused candidate who, like Yelton, is framing her public persona in a way designed to help her match up with the right job. But there are also many powerful, effective librarians who do their "moving and shaking" below the radar. We are blessed with an abundance of tremendous librarians in our profession, and quite a few of them lead from behind, through quiet example, low-key strategy, and sotto voce mentoring.

In the end, like many things in life, personal branding is nuanced and ambiguous. It can help job hunters stand out in a sea of applicants and provide new librarians a leg up on professional mores and values. Personal branding can also mask incompetence or mislead a librarian into thinking she has full control over how the world sees her. It's possible that on a more symbolic plane, personal branding is a collective response to the overwhelming fiscal and technological upheavals of the last decade—a method for asserting control even while we feel the quicksand sucking at our feet.

Personal branding is half crucial life skills and half Barnum & Bailey hucksterism. It's valuable but hardly mandatory, and not a good fit for everyone. Regardless, because we are librarians—simultaneously preoccupied, perturbed, and fascinated by our own image—personal branding will endure.

KAREN G. SCHNEIDER *is a university librarian at Holy Names University in Oakland, California, and blogs at Free Range Librarian. Follow her on Twitter @kgs.*

Writing FOR Civilians

When we write for the publications our users read, we build visibility—and support—in our communities

By Laurie L. Putnam

Love to write about libraries? Many of us do. For our fellow librarians, we speak volumes, clamoring to fill blogs, association newsletters, and scholarly journals. But for our communities? Not so much. The volume drops significantly when we consider the words we produce for publications our users and supporters read: local newspapers and company intranets, faculty newsletters and industry magazines.

These days it's more important than ever to communicate with people outside of the library world—"civilians," as library consultant Joan Frye Williams calls them. Community publications offer endless opportunities to share stories of library resources, services, and needs with our users, potential users, and funders. Let's look at how we can increase the visibility and influence of libraries by writing for publications that matter to our communities.

Support starts with visibility

When budgets are tight and many around us question the relevance of libraries, we need to be visible, to tell people what we do, to explain why it matters. As James LaRue, director of the Douglas County (Colo.) Libraries, has written in *American Libraries* (j.mp/KeepingMsgSimple), "Our persistent loss of public mindshare and support cannot be fixed by librarians talking to each other." But it *can* be boosted by talking with our communities.

There's evidence. OCLC's 2008 report *Geek the Library: A Community Awareness Campaign* made several interesting points about factors that influence library perceptions and support:

- "There is a lot that people don't know about their public libraries." This means we have to talk about libraries more often and more loudly. We have to be present in the life of the community;
- "Perceptions of the *librarian* are highly related to support." Publishing locally can help put a human face on the local librarian and build credibility for the library;
- "Library support is only marginally related to visitation." Many people never come to the library, even if they're library supporters. We need to keep reminding them that we're here doing good things.

Ned Potter has been talking about this for a while now. An academic librarian at the UK's University of York, Potter (whose article "Marketing Your Library" begins on page 50) encourages librarians to reach out to nonlibrarians and the mainstream media—to break out of the library "echo chamber," where words and ideas bounce around among librarians.

There's good news, Potter told *AL*. When it comes to ideas escaping into the bigger world beyond, "There's definitely been an improvement recently." More librarian-writers are focusing on external audiences, submitting articles to civilian publications, and letting their voices be heard by those who may not know what we do or understand our point of view. The rewards can be rich. "Everyone I know who has done it seems to have gotten a lot out of the experience, and of course they've helped the library cause in general," said Potter. "I think it's like a lot of stuff in our profession: The more intimidating it is, the more rewarding it can be when it works."

Reaching out to users

Beyond books, what are people in our communities reading, and how can we be more present in those places? We can reach out to users through the publications they see regularly. Library staff can write a single article in the local genealogy club newsletter, occasional guest posts on a

RESOURCES

The Library and Information Science Publications wiki (bit.ly/WcJQBp) profiles civilian publications librarians can approach. Browse for ideas, or create an account and add to our collective knowledge.

"Escaping the Echo Chamber" (bit.ly/WcKiQ4), a presentation by librarians Ned Potter and Laura Woods, encourages librarians to talk more with the rest of the world.

Collected "At the Library" columns by Julie Winkelstein (j.mp/JulieWinkelstein), originally published in San Francisco area newspapers, provide useful examples for any librarian thinking of proposing a column.

The Great Librarian Write-Out (j.mp/WriteOut) is a contest that challenges us to write for the public about libraries.

The OpEd Project (theopedproject.org) offers seminars and resources that aim to "expand our national conversation" through op-ed commentaries.

faculty blog, or even a regular column in a student or community newspaper.

Regular columns can be long-term efforts with high impact. For nearly six years, Julie Winkelstein authored At the Library, a weekly newspaper column on library-related topics that appeared in as many as five San Francisco Bay Area newspapers. Now a doctoral student in information sciences at the University of Tennessee, Winkelstein was a children's librarian at the Albany branch of the Alameda County (Calif.) Library system during her time as a columnist.

How did she get started? With the support of her branch manager, Winkelstein told *AL*, "I emailed the editor of the local paper and proposed the idea. After reading a couple of samples, she agreed. And that was it!" Hundreds of columns followed—columns that told stories of local library activities; personal experiences with literature; and broader issues of budgets, diversity, and censorship. Winkelstein gave readers a glimpse into the daily life of a public librarian as an approachable member of the community with her readers' interests at heart.

Readers responded. Nearly every 600-word column brought feedback, and Winkelstein became a familiar face in her community. "Through emails, telephone messages, conversations, and letters, readers have thanked, corrected, questioned, and shared with me," she said. "The column drew attention to my library and to libraries in general, and it gave people an idea of what one librarian is like. Writing a library column personalizes the library staff and creates community awareness of critical library issues. It gives us visibility—and visibility is what we want."

How can librarians generate visibility? Try approaching publications read by library funders and influencers. When we do that, we build awareness of libraries and position ourselves as leaders: collaborators in education, experts in information and literacy issues, and vital contributors in the community.

Raising awareness with influencers

Visibility can also be generated through the publications read by library funders and influencers, especially our parent organizations and local political entities. Each of these groups has its own inner circle of publications: the newsletters, magazines, and websites that serve our governments, universities, and companies. When we're present in those publications, we can build awareness of libraries and position ourselves as leaders—collaborators in education, experts in information and literacy issues, and vital contributors in the community.

For public libraries, consultant and educator Ken Haycock recommends looking at what local politicians and their senior staff read—magazines like *Governing* in the US and *Municipal World* in Canada—and trying to strategically place articles in those periodicals. (To learn how, see the sidebar "How to Write for a Civilian Publication.")

"We have so many great stories to tell about what we do every day to advance a municipal agenda," Haycock wrote in his Library Leadership blog. "We need to ensure that funders see them as part of their regular information diet." Yet articles about libraries are noticeably absent from these publications. "Other municipal departments have their own associations and publications too, but they still manage to ensure that their celebrations and concerns are front and center with those who make decisions affecting their future." Libraries can too.

Case in point: *Municipal World* recently published an article about the role of public libraries by Anne Marie Madziak, a consultant with the Southern Ontario Library Service. Madziak approached the editor at a conference, pitched her story idea, and found the editor supportive. The key? Being clear about her objective, choosing the right vehicle, and presenting her idea in a way that met the editor's needs and resonated with the target audience: municipal administrators and elected officials. "I wanted to try to influence and expand what they believe about public libraries and contribute to a better understanding of how libraries contribute to municipal priorities and overall community well-being," she told *AL*.

Madziak's article, "Public Libraries: Helping Communities Thrive in a Changing World," appeared in the July 2012 issue of *Municipal World*. It's her first article for lay readers, but it won't be her last.

Give it a try

Ready to try? Here's an extra incentive: a contest, complete with prize money. In January, organizers of the Great Librarian Write-Out will select the year's best library-related article published in a nonlibrary magazine or journal. The winner's purse is currently $800. Patrick Sweeney, branch manager of the East Palo Alto (Calif.) Library, initiated the contest and donated $250 in seed money for the award.

The Great Librarian Write-Out is now in its second year, and Sweeney hopes to make it an annual event. Submissions are welcomed (j.mp/WriteOut); to be eligible, articles must be published in a print-based nonlibrary publication between the 2012 and 2013 ALA Midwinter Meetings. "I would love to see the contest flooded with

entries," Sweeney told *AL*. "It's time for us to remind the public how great libraries are, and reminding librarians to remind the public is what this project is all about."

The stories just get better

We live and breathe libraries. We're experts in information issues, infused with ideas about programs and services, and surrounded by stories of how libraries touch users. Every day. In every library.

"There is no shortage of examples of libraries doing wonderful things in the community, helping the community be the best it can be," said Madziak. Those are the stories we need to tell, loudly and clearly, in the places our users, supporters, and influencers look for news.

"At the same time that we're telling these stories," added Madziak, "we need to be out there collaborating, connecting, strengthening the community in important ways."

That's where the narrative begins, ends—and continues. While our words are hard at work building community understanding and support, new stories spring from our community engagement. The word spreads. Our voices get stronger. And the stories just get better. ▮

LAURIE L. PUTNAM *teaches communication skills to librarians through California's Infopeople program and San José State University's School of Library and Information Science. Every student in her "Publishing for the Profession" class writes an article for civilians. She can be reached via Twitter (@NextLibraries) or the web (nextlibraries.org).*

HOW TO WRITE FOR A CIVILIAN PUBLICATION

Many commercial publications depend on freelancers, even if they don't advertise it. And many noncommercial publications, like school and club newsletters, are eager to accept relevant, well-written contributions. Your first story probably won't run in the *New York Times*, but editors may be more approachable than you think. To get started, look to the publications read by the users and influencers in your community.

Choose the right publication. Identify the audience you want to reach (Your local public? Your government officials? Your school faculty or administration?) and find out what they read. "We have to learn to think about the reading habits and information-gathering practices of those we are trying to influence," said library consultant Anne Marie Madziak. "In public libraries, that means our municipal leaders and community leaders."

Get to know your target publication. Read back issues and see how—or whether—the publication has covered libraries in the past. Review the submission guidelines. If you don't find guidelines, query the editor.

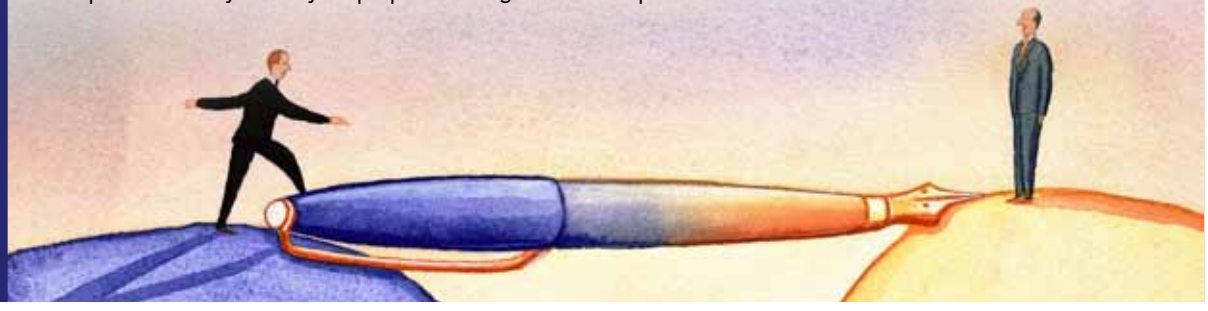
Focus your proposal. Pick a topic that's timely and relevant. Then imagine how your story would fit into the publication. Try to see your proposal through the editor's eyes. If you're proposing a column, write some samples.

Know your audience. Find out what you can about the publication's readers and write with them in mind. "It's all about empathy—putting yourself in the shoes of the publication and its readership," said academic librarian Ned Potter. "What do the readers of this newspaper or that magazine or that journal really care about? That's how you need to focus the article."

Keep the tone conversational. When you write, imagine talking with one of your readers over coffee. "Whatever you choose to write about," said library columnist Julie Winkelstein, "I think it should come from an urge to share rather than lecture. Make it personal—even if it's an academic topic."

Skip the jargon. Don't talk about OPACs and ILLs when you're writing for laypeople. "As librarians, we need to get very good at speaking the language of our funders and other target audiences," said Madziak.

Test your draft on a nonlibrarian. Ask your mother to read it, or your neighbor—or, better yet, someone who represents your particular target audience. Get an honest reaction and listen to the questions that come up. Then revise.

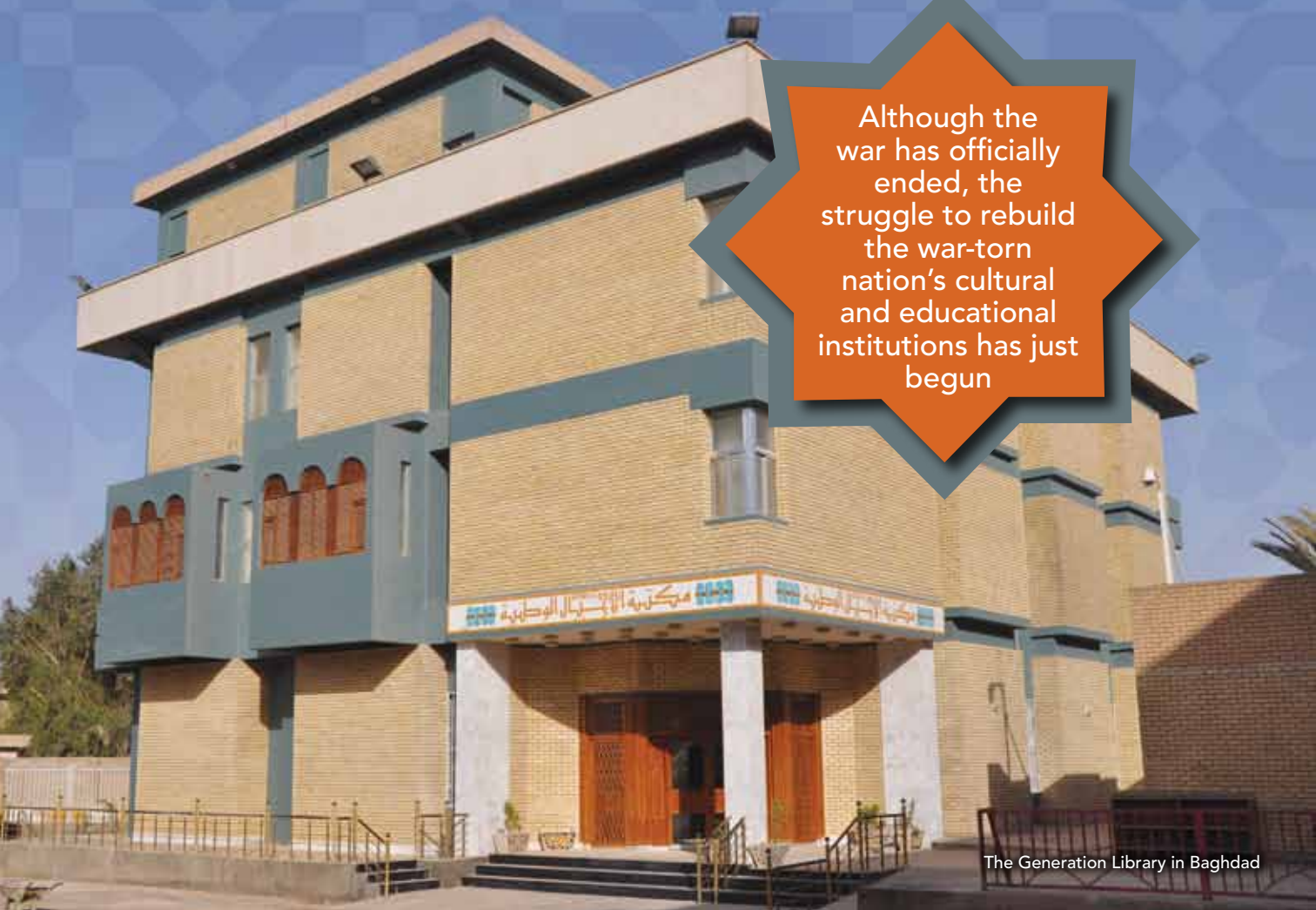


Terror Has Not Withdrawn

Daily Life for Librarians in Iraq

By Leonard Kniffel

Although the war has officially ended, the struggle to rebuild the war-torn nation's cultural and educational institutions has just begun



The Generation Library in Baghdad

"We forgot a long time ago what situation constitutes normal and what situation does not," said Saad Eskander, director of the Iraq National Library and Archives, after almost a decade of war that followed the 2003 US invasion of Iraq. Since the American troop withdrawal last year, "life has not changed for the overwhelming majority of the population, especially for the poor," he said. "Senseless atrocities, indiscriminate destruction, and blind hatred are always there; they are part of our lives."

The American military formally ended its mission in Iraq on December 15, 2011. It was the inauspicious end of an invasion launched by the United States ostensibly to rid Iraq of weapons of mass destruction, which were subsequently determined to be nonexistent. The war cost the lives of 4,287 service members, with another 30,182 wounded or maimed in action. Tens of thousands of Iraqis died in the conflict, although there are no firm civilian numbers available. US involvement has ended, but the war is far from over.

Located across the road from the main headquarters of the Iraqi army, the Iraq National Library and Archives and its 490 employees have been particularly vulnerable to insurgent attacks, which have increased steadily in 2012. June was the deadliest month, with some 200 people, mostly civilian pilgrims, reported killed, according to the September 14 *New York Times*.

"The continuous terrorist attacks often result in snarled traffic and even blocking the main road that leads to the National Library," said Eskander. "These attacks also affect the lives of some of my staff … their sons, brothers, or sisters have been injured. The army headquarters was attacked twice viciously by terrorists in 2011. We were trapped, unable to evacuate our building for more than four hours." According to Eskander, other institutions near the library were also attacked this year, such as the Shiite religious foundation's headquarters, where 25 people were killed June 4.

As a result of these nearby attacks, the library has suffered some material damage—ceilings, windows, and doors were smashed. "Luckily, no one on my staff was harmed," said Eskander. "From time to time, I receive intelligence reports that ask us to be vigilant, as the library might be attacked by car bombs."

Iraqis face an acute political crisis, making it impossible to predict the impact on libraries and education in that nation. "Ethnic, religious, and even regional divisions have increased considerably since the withdrawal of US forces," said Eskander. "Unfortunately, our political leaders have been busy mobilizing their communities against one another. A new civil war is around the corner if the different parties do not agree on a compromise that will satisfy a minimum of their demands."

Eskander maintains that the library is the only national institution that is "always willing to assist, unconditionally, other educational or cultural organizations. We have built a good reputation throughout Iraq. We have representatives in every province whose task is to work closely with provincial cultural and educational institutions."

Outside help?

Government officials made a bold announcement in April through Mawtani.com (a website "sponsored by the US Central Command in support of UN Security Council Resolution 1723") that 21 new Iraqi government-sponsored libraries are planned throughout the provinces "to provide free services to students and researchers and seek to explain and promote the concept of the new democratic system in Iraq." The optimistic announcement said that 22 billion dinars ($18.9 million US) had been allocated for the buildings and that double that number are planned for 2013. Unfortunately, *American Libraries* was unable to verify this report or confirm this project through its sources.

Mary-Jane Deeb, chief of the African and Middle Eastern Division of the Library of Congress, said that librarians from Iraq came to LC for training in 2006 once the World Digital Library Project was established. This was one of the most important contributions the Library of Congress made to the war recovery effort in Iraq. "They started working on projects that Saad Eskander and I had discussed," said Deeb, "one of which was digitizing the first woman's journal ever published in Iraq, *Layla,* 1923 to 1925. It's unique and now available online at wdl.org."

Google contributed $3 million to the development of the World Digital Library, Deeb noted, and that money was used to digitize newspapers and journals. LC training concentrated on how to assemble and operate the scanning

Photos courtesy Saad Eskander

The Bibliography Department at Iraq's National Library and Archives in Baghdad

equipment. "When the trainees returned to Baghdad, the Library of Congress sent the scanners in pieces. The librarians who were trained then knew how to put Humpty Dumpty together again," Deeb said. "These machines are very sensitive, and despite the many environmental challenges in Iraq, they were able to work."

In late 2011, two members of the National Library staff traveled to the British Library, where they took part in a three-month training course on sound restoration and digitization of audio materials. The project was funded by the British Council and the British Institutions for the Study of Iraq. The aim of the training was to enable staff to set up a digital sound archive as part of the larger Digital Library project so the National Library and Archives can preserve part of the nation's intangible cultural heritage, especially traditional Iraqi music.

The construction of the Digital Library building is scheduled to begin this year. Construction of the five-story facility by a Swedish firm is expected to take two years. It will house the IT department, digital sound and film libraries, and a digital archive, as well as a theater, restaurant, IT training rooms, and a large reading room. The aim is "to provide all readers, inside and outside Iraq, free-of-charge access to digitized historical records, maps, photographs, rare books, and periodicals, as well as music and film collections via a special website," said Eskander.

The state of collections

Primary, intermediate, and high school libraries have not been functioning throughout the course of the war, said Eskander. "Policymakers still think that they will win the war against terrorism by the mere use of force, not through spreading humanistic and tolerant cultural values. Our experience proves that progressive culture is vital to the winning of the war against terrorism." Libraries, archives, and museums have a role to play in the formation of true national identity; an identity transcends religious, regional, and ethnic boundaries. A clear-cut and inclusive national identity is what Iraq has been lacking since the British left its mark on the country after World War I, Eskander said. "Unfortunately, no importance is attached to the role that the library can play in an emerging young democracy, or in a country where its social fabric is disintegrating rapidly."

> **"You have a young generation growing up in Iraq that will require the world community to provide the resources to enable them to catch up for the years lost to war."**

Abdul Hadi Al Khalili, cultural attaché at the Iraqi Embassy in Washington, D.C., said it is important to acknowledge the many donations that have gone to Iraq libraries since 2008 in preparation for a democratic Iraq. He noted that the National Institutes of Health sent some $27 million in medical books and journals, hoping to start a medical library, which "unfortunately has not yet happened." The Association of American Publishers donated 1,200 titles in 2008, Khalili added.

"I was involved with libraries in Iraq myself, both medical and general, and I think we got some improvement in the Iraq Virtual Science Library (IVSL), part of the World Digital Library Project," Khalili said. "The US State Department and the Defense Department, along with other organizations, have set this up in the US, and it has now been handed over to Iraq."

Iraqi scientists, researchers, and engineers have endured decades of isolation from the international scientific community, but now through the IVSL they can access up-to-date scientific data and contribute to their nation's reconstruction.

The Iraqi government recently formed an intergovernmental committee to look into the issue of the records seized by the US government. The committee is headed by the deputy minister of foreign affairs, and its members include representatives from the Ministry of Culture (including Eskander), the Ministry of Tourism and Antiquities, and the General Secretariat of the Council of Ministers. The committee has formed a three-member team that will negotiate with the US government. Eskander is also a member of that negotiation team.

Unfortunately, said Eskander, since 2009 the National Library's operating budget, with the exception of the line items for salaries, has been cut by 40%, even though the national budget has been going up annually. Yet amid the terror and turmoil, the library also boasts a 35% increase in the size of the collection between early 2004 and mid-2012, with the archival collections growing by 25%; this year alone it has acquired 100,000 books.

"This is due to the fact I managed to persuade some Iraqi political parties to hand over to us the library of the Baath Party's training school," Eskander said. The collection includes publications in Arabic, English, and French. Moreover, the library has doubled its photo collection, which now numbers around 20,000 items, and dozens of new maps have been added to the map collection. The stacks are bursting at the seams, which is one of the reasons Eskander has proposed another construction project to the ministry. "The aim is to construct a new storage building to meet our need for more storage space," he said. "I hope I can implement this new project in mid or late 2013, if I am around."

"An ongoing need"

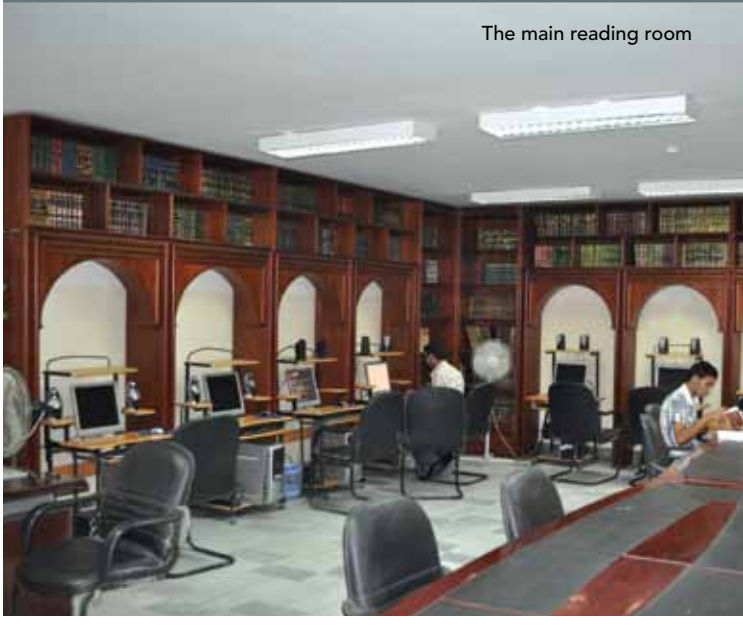
"There is an ongoing need for books, for databases, for training," said Deeb. "You have a young generation growing up that will require Iraq and the rest of the world community to provide the resources to enable them to catch up for the years that were lost to the war; this happens in wars."

Because of the security situation, a decade's worth of children were either not sent to school or were able to attend only sporadically, she said, "so they need to play catch-up, and everyone has to help them."

Deeb believes the United States and the United Nations should focus on the education and training of young Iraqis so that they can find employment and help rebuild the country.

"That to me is critical for the future of Iraq," she said. "It is the basis without which nothing else is possible. Security and stability can be established only if all parties agree to a minimum of compromise." ▮

Inside the National Library and Archives



The main reading room

LEONARD KNIFFEL *is a writer and librarian living in Chicago. He is former editor and publisher of American Libraries. His most recent book is Reading with the Stars: A Celebration of Books and Libraries (ALA Editions/Skyhorse Publishing, 2011). He can be reached at lkniffel@sbcglobal.net or on his website, www.polishson.com.*

LIVE at Your Library!

How to plug into your local music scene and charge up your communities

By Matthew Moyer and Andrew Coulon

It's hard to miss the ever-growing enthusiasm for the "buy local" movement. People want locally grown food, locally made handicrafts, locally created products. Now is the best time for libraries to join that movement and provide space in their collections for local content, particularly local music. These collections are a plus for libraries in terms of economics, partnerships, and plugging libraries into the local creative "scene."

Just look at Seattle Public Library, which in July partnered with the University of Washington's acclaimed KEXP radio station to make its extensive archive of live performances by both local and national acts available for library users. "We see the KEXP offerings as an added bonus to our music collection," Seattle City Librarian Marcellus Turner said after the launch.

The radio station's collection of approximately 3,200 live in-studio performances include a variety of genres such as indie, hip-hop, reggae, roots, country, and Latin, among others. And, Turner noted, the range of artists include many up-and-coming Seattle bands as well.

Public libraries can play a role in distributing, promoting, and archiving quality local content. As a result, the library gains materials, musicians gain another outlet to the community, and the public gains access to new content.

What's more, a local music collection gives the music community a personal stake in that collection and generates cool points for the library. It allows librarians to "shop" locally and can mean a steady stream of new and often free material during tough budgetary times.

Make time and space

At its core, creating a local music collection doesn't have to be a radical departure from standard operating procedure. It can be as simple as including locally produced music within the library's collection and providing library users with some special mechanism for finding that music. For overworked catalogers, a "local" note in the MARC record is all that's needed to generate reports and make item lists available through the OPAC.

Of course, it's best to be as prepared as possible for the unique eventualities that occur when dealing with new collections and self-produced material. Have a collection development statement approved and ready to go before you even start accepting music. Best to be consistent from the get-go to prevent hurt feelings or unnecessary conflicts. Also, accept that you're not going to love every single album submitted for the collection. That's fine. Understand too that production values won't always live up to *Abbey Road* standards. That's fine too. Be open-minded when reviewing albums for inclusion and consider adding "outdated" formats; cassettes and vinyl are still widely circulated on the local level.

Recordings can be on compact disc, vinyl, cassette, and/or digital format. A local music collection should include historical content—that is, older acts that have played in your city—as well as current acts playing around town. For maximum exposure, the ideal local collection would be displayed together in one central location, separated from popular music.

Because local music isn't dependent on what's hot on the charts, it may be much harder to come by than Top 40 music, which is readily available both digitally and on the radio. That's even more reason to promote the idea of local, as the library can offer truly unique content that reaches beyond market saturation and exposes patrons to a variety of styles and genres.

The Kalamazoo (Mich.) Public Library and Rockford (Ill.) Public Library both circulate local music CDs as part of their collections, and Kalamazoo even goes so far as to add the genre designation "local artist" to its CDs.

Build it and they will come

Once you've narrowed down a physical space for the collection and a system for cataloging it, how do you go about building the actual collection?

First, get out there and meet musicians—and do not limit your search team to credentialed librarians. Engaging and collaborating with local performers isn't hard; you just have to hit the bricks and start going to local shows. Work to establish direct contact with musicians, labels, and show promoters. Local experts in the field (promoters, label heads, DJs, writers) can be a great source as well. As you pitch the mutually beneficial nature of this relationship, be sure to maintain good relations with the community so your library will be seen as a worthwhile partner.

Second, if you are concerned about costs or constrained by purchasing restrictions , then consider beginning with a small cache of donations to launch the collection. As use increases, you may be able to advocate for funding. At Jacksonville (Fla.) Public Library, we started by soliciting donations from musicians and labels. We modified cataloging procedures to make local music more accessible through the catalog. The result has been an influx of new music and renewed interest from the public for checking out music from the library.

Third, boost usage with marketing. Effective publicity will build the audience and, in turn, encourage more musicians to contribute. To do this, use social networking as well as old-fashioned fliers. One-on-one interactions are also key: Convert local bloggers, radio personalities, local press, and other tastemakers to your cause. Consider making samples of this music available online, either on the library's website, via podcasting, or similar avenues. Favorable word of mouth can go a long way.

Introducing the band

But why stop there? You can also host concert events in the library or promote local musicians and albums on the library website.

At Jacksonville Public Library, we've partnered with local musicians since 2005. Because we are fortunate to live in a city with a thriving local music scene, we have had many local musicians give free concerts in the library, from rock to classical to hip-hop, including events specially meant for children and teens. For children, Library Associate Josh Jubinsky created a concert series called

Music Club that features local bands performing music that makes kids get up and move. For teens, we host a Teen Battle of the Bands event every summer.

We have also partnered with our public radio station WJCT to create *Lost in the Stacks*, a weekly program that promotes music from the library's collection. We have featured local musicians and DJs on the program, and we anticipate further collaborations as the library's local music collection grows.

And we're not alone. At Ferndale (Mich.) Public Library, librarians circulate local music and invite artists to perform in a monthly concert series held in the library, which give acts more exposure and a place to hone their craft.

Iowa City Public Library made a big splash this summer when it launched a homegrown digital music download service called the Local Music Project. Librarian John Hiett explained the digital shift as a strategic move: "A few years back, it looked like CDs might become obsolete," he said. "As a library, we'd been giving some thought to our place in a world of downloads." The library pays local musicians—from a wide swath of genres—to obtain temporary licensing rights to distribute digital copies of their albums through the library's website. Users love it, downloading approximately 1,100 digital albums since early June.

Fast-forward

The long-term goals of a local music collection should be mutually beneficial for both the library and the community. By having a strong local music collection, you will (1) have a continuous source for new materials; (2) build strong and enduring ties to the local music scene; (3) foster this scene; (4) energize more people to play music and directly support and interact with their local music scene; and (5) build support for your library within the community.

Libraries have a knack for making connections, whether that means connecting people with books, films, or recorded music. More and more, though, internet-based content providers—such as Google, Amazon, Spotify, and others—have become the primary source for those connections. But what they lack—and libraries can provide—is a local touch. By developing local collections, libraries are simply creating a space for homegrown materials, which serves to reemphasize the library's commitment to the community. But what's more important, by contributing to the collection, local authors, musicians, and artists will take pride in their library as it comes to represent the intellectual, artistic, and cultural soul of the community. ▮

MATTHEW MOYER *is a popular media librarian at the Jacksonville (Fla.) Public Library's Main Library. An outspoken advocate for alternative media, he helped build the library's zine collection and started its Music Advisory Service.* ANDREW COULON *is an e-library specialist at the Jacksonville (Fla.) Public Library. He has worked to reimagine library services and marketing for the 21st century. Both cohost WJCT radio's weekly Lost in the Stacks.*

I'M YOUR FAN

Paten Locke performing at JPL's Main Library in July 2011.

Local artists in Jacksonville who have partnered with our public library:

The 2416. Hard-charging Jacksonville noise-punks with a serious taste for the surreal, the 2416 are one of the hardest-gigging local acts, always playing out and never failing to impress with pop-art-influenced stage outfits, a standing drummer, and a repertoire of ear-bleedingly precise viciousness.

Willie Evans Jr. Affable, laid-back Evans is not afraid to shout out comic books and B-movies in his rhymes and self-produced beats. A former member of Asamov, Evans is gaining a good deal of national traction via favorable mentions in *Paste*, *URB*, and *Spin*.

Robert Lester Folsom. Cult 1970s singer-songwriter who cut the lost, hazy classic *Music and Dreams* album and then disappeared. Recently rediscovered by a new generation of fans via a reissue of that album, his music hasn't aged a bit.

Paten Locke (pictured). Formerly DJ Therapy and also once part of Asamov (Jacksonville hip-hop royalty), Locke now follows his own muse, honoring rap's past and looking to its future with commanding solo tracks and frequent DJ gigs. He's gigged in Bahrain and did a DJ spot opening for Portishead, so keep an eye out.

Memphibians. These indie oddballs somehow manage to mix being constantly on the road around the country with running Infintesmal Records, an important outlet for scores of local weirdos, and running weekly club nights.

Jamison Williams. Punk with a saxophone? Free-jazz skronkmeister Williams melds his formative influences of Albert Ayler and Screeching Weasel into a formidable wall of noise either by himself or in any number of ad hoc duos, trios, and even the jazz-thrash orchestra Trapbomb.

Photo: Walter Coker

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An interview with Terry Kendrick, guru of strategic marketing in libraries

Marketing your Library

By Ned Potter

Terry Kendrick is the guru of strategic marketing in libraries. His book *Developing Strategic Marketing Plans That Really Work* is a must-read, and he writes, speaks, and runs workshops on marketing libraries all over the UK and in no fewer than 26 countries abroad. He also brings a nonlibrary perspective to the table, lecturing in marketing at the University of East Anglia in the UK.

I talked to him about all things marketing strategy for my recent book *The Library Marketing Toolkit* (Facet, 2012).

NED POTTER: Do you think that strategic marketing is undervalued in libraries generally?

TERRY KENDRICK: I do. I think strategy setting is very well respected, I think libraries are very good at writing strategy documents, and I think they're actually quite reasonable at doing tactical programs. The problem is that the strategic marketing planning part within those programs isn't always so well bought into, because it's hard and it requires a lot of resources that aren't always readily available.

What are the consequences of marketing as an afterthought? As in, the differences between making marketing a priority versus libraries that just do marketing if they get a chance once they've done everything else?

Many libraries are driven by a series of pump-priming initiatives, so very few use a full marketing approach. Many libraries feel the need to market what they've done as an initiative, and then they're quite often disappointed by it because it's been done as a series of one-off activities without the coherence of a marketing plan. Is there evidence that marketing makes a difference? What I see in North America—in Canada in particular, where they're more marketing driven—is that it does make a real difference.

Is the first step to creating a marketing strategy understanding your own library or understanding the market your library is in?

The first step in creating any marketing plan is knowing what your ambition is. If you don't know what you want to be, the market doesn't matter and your capabilities don't matter either. It's very important to know what you want to look like—putting some numbers on that will focus the mind immediately. If you say you want to grow 30% over the next "X" number of years, that'll certainly focus your mind on the marketing: Where in the market will that 30% come from? Which users will give us issues, visits, enquiries, database hits—whatever it is that is driving the performance measures in that organization.

There is a difficulty in using numbers, though: Perhaps libraries aren't used to planning like that—they find that quite intimidating. They want to do the promotional side of things rather than the harder side of the thinking. They're very good at *doing* things, and it feels good to *do* something, but to think your way through something is hard work; it can cause discord. And because there's not a culture of connecting marketing with the strategic planning, the numbers that should be used as part of the marketing plan are seen as irrelevant to that process when, in fact, they're very important.

Tell me about the importance of the library brand fitting into the user's lifestyle.

For most of the things we want to be associated with, we've got to feel good about them. We've got to feel that if we're seen there, then we're seen as "okay" by the people whose opinions we value. People tend to have tribes and lifestyles, and they live their lives in particular ways. It's not always the case that a library fits closely to that. If you have a lifestyle that, for instance, is fairly relaxed, you might want the library to be relaxed. The trouble is others' lifestyles might not be quite as relaxed, so there'll be a tension there in the way you market your service, which is very difficult to do. Good marketers can deal with that; they can market to different user groups with different lifestyles simultaneously. Libraries don't always understand the life cycle of their users, what they're doing in their lives.

Are any aspects of marketing strategy true across the board, or should everything be "on spec"?

There are a few key concepts. One of them is that every library should be looking at the value it can offer its users in the way they live their lives, the journeys that they're on during their busy days, and how it helps them get there. There's no point in having (and talking about) resources when there is little value in the resource; the value only appears when the resource is in use. If you draw attention to the resource without explaining the outcomes that come from using that resource, you're actually setting yourself up to be cut, because suddenly you draw attention to a pile of money being spent (for example on databases).

All libraries need to look at their value. The other thing that is key is that not everyone perceives the same value in library services. So for every library doing marketing, it's key to undertake segmentation, because it's the differences that matter rather than the similarities. It's no good looking for the one true way, but if you look at the value each segment attaches to the library, you've got the core of what marketing is about. Your planning should be driven by segments rather than the library as a whole, with an overarching strategy for the library. What brings in the business and activity are the segments.

How do we ensure marketing is ongoing?

As libraries follow certain initiatives (rather than whole-service planning), quite often lots of activities will happen that are unconnected. It's really important, structurally, to have somebody whose responsibility it is to look at the activities and find synergies to build on, particularly given that we know that one-off marketing activities will tend to be disappointing in their rate of response.

Real results come from a certain amount of "touches" to a particular user group over a period of time. It's really important that somebody is overseeing this. They don't have to be called marketing specialists. Marketing works best when it's an *orientation* for the library as a whole.

The worst thing that can happen is we send out some marketing that is successful, people respond and come in to claim the "offer" we're giving them, and they're met with a poor response. That does more than just negate the activity you've just done; it positively reinforces the library as something that sends you irrelevant messages or makes promises it can't deliver. So next time they receive a message from the library, their first thought will be, "Last time I received a message, they made an offer they didn't deliver on," not, "Let's open this lovely message from the library."

Understanding the market is a key part of the process.

Yes, any activities a library does or any service it offers, it's unlikely these days that we'll be the only people offering the service that people want. It's really important when you make an offer to your patrons that you understand what other things will be in their minds, what other offers are being made to them that are similar, what other ways of achieving the same things people will have. Sometimes there'll be obvious other ways like Google. Sometimes it's less obvious: It may be a friend they know who can help them with the same thing, or a strong competitor may be doing nothing, as in: Why bother? It's important to understand what our offer looks like compared with competing offers. If we don't know that, we're likely to think that just marketing something will make it attractive. But who else is there? Who are our rivals?

Can we make more of marketing the librarians rather than the library?

The more we can make the service look personal, the better. An easy and quick way of doing this is to put pictures

NED POTTER'S

GUIDE TO LIBRARIES DOING GREAT MARKETING WORK

Topeka and Shawnee County (Kans.) Public Library is the king of the digital branch. In my view, its website is everything a library website should be: dynamic, informative, varied, and stylish, in a way we should all aspire to. Go to tscpl.org and have a look as soon as you finish reading this page. Digital Branch Manager David Lee King, who is also a columnist for *American Libraries*, provides seven tips for an awesome library website as a case study in *The Library Marketing Toolkit*.

New York Public Library is surely the most successful example of a library absolutely owning its social media. Staff members make excellent use not just of all the tools you'd expect, such as blogs and Facebook, but also the likes of Tumblr, Foursquare, and YouTube. With well more than 200,000 followers on Twitter (@NYPL), it's the leader of the pack on that platform, and in the *Toolkit*, NYPL provides a case study to tell you how the library did it.

Calgary Public Library in Alberta, Canada, proves that even in the age of social media, good old-fashioned advertising campaigns can be extremely effective. Its fantastic "Everything You're Into" campaign has been plastered everywhere: on coffee cups, in grocery stores, and even jet-washed onto local pavement. It aimed to change perceptions, and it really worked. See more at calgarypubliclibrary.com/about-us/marketing.

Columbus (Ohio) Metropolitan Library (columbuslibrary.org) is a great example of a library that has brilliantly overhauled its marketing. It started by segmenting users by behavior, then rebranded its services to appeal to different groups, and moved forward from there. Library staff members provide a case study in the book about going beyond counting (outputs) to measuring behavioral change (outcomes).

Troy (Mich.) Public Library recently came in fifth in a marketing-industry poll of most effective advertisers in the US, just behind Microsoft and ahead of Ikea, Unilever, and American Express. Its most eye-catching initiative has undoubtedly been its incredibly brave (and fabulously effective) reverse-psychology book-burning campaign, which saved the library from closure. Watch the video about it on YouTube: bit.ly/troyvid.

of librarians online and on promotional activity. I can understand the reluctance to do this, but we are, after all, a service, not a product. Services are created by people, and they depend on how well people respond. Products are the same wherever you get them from. Services are different—people have skills, which is what makes us different from an information resource. Provided we have high-quality skills, it's better to promote the people who deliver the service than it is to promote the products themselves. It's the people who add value to information.

Any tips for quick wins in library marketing?

Some of the quick wins in marketing are based around the key areas of segmentation and value. Many marketing activities will take quite a while to build up. If you try and look at the whole service at once, you'll probably find the set of offers you have are either not strong enough or you won't have enough resources to fully implement them. So it's best to choose one group of people you fully understand in terms of what they value, how they use your resources, what their outcomes are. Then take that segment through a whole marketing planning cycle. It should be more manageable and should have impact relatively quickly, and everyone knows nothing succeeds like success.

People don't want to necessarily do a large amount of marketing; those people need to see those quick wins. There's a phrase about how you can lead a horse to water but you can't make it drink. The real trick is to make the horse thirsty, then take it to the water. To make people thirsty for marketing within your organization, you have to show them quick wins, because in these difficult times no one wants to work hard on something that won't bear fruit for three to five years. There are a lot of benefits in the long-term view, but it takes a lot of nerve to just wait for them. So you need the quick wins to help get you there.

People always buy into marketing libraries; they really want to do it. But they go away, and it just doesn't happen. Six months later they've written a big document outlining everything, but the priorities have shifted. Advocacy and marketing, they've got to be bedfellows, haven't they? What a marketing plan does is make sure the offer that advocates make is actually there for the advocacy to work.

It's an important time because if you look around the world, libraries are being cut all over. It feels as though something bigger is happening, not just in libraries. We have to be careful because it could be that the last 30 years of libraries not biting the bullet on marketing is going to finally cost us. ▮

NED POTTER *is an academic liaison librarian at the University of York, UK, where he also manages the marketing interns. This interview appears in his Library Marketing Toolkit (Facet, 2012), which is available at alastore.ala.org. Potter regularly speaks and writes on the subject of marketing libraries and information services, having provided marketing expertise for clients ranging from the Latvian Ministry of Culture to the Bodleian Library at the University of Oxford. You can find more information about his book at librarymarketingtoolkit.com.*

Photo: Paul Shields

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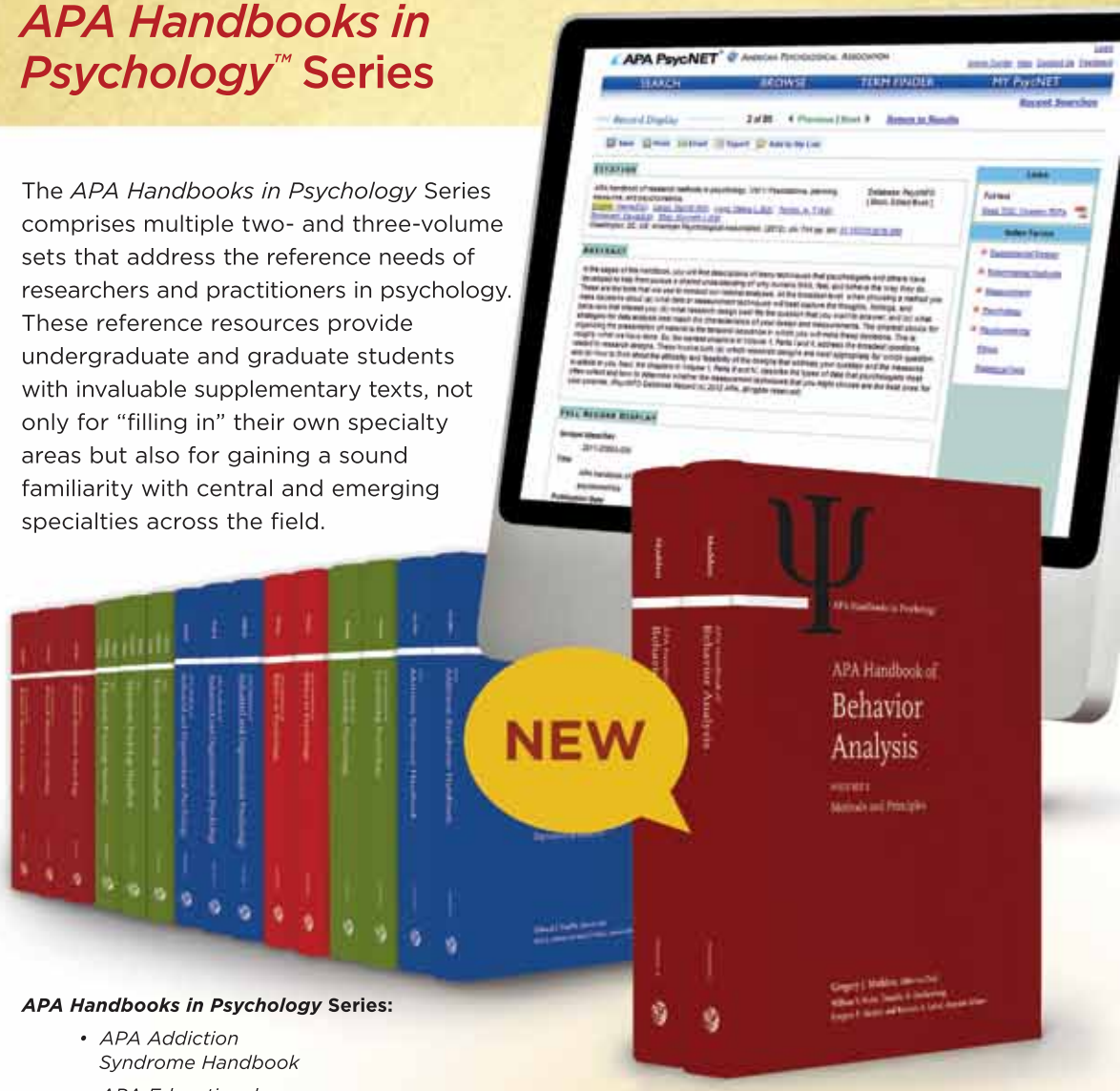

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Currents

■ In late July **Jon Mark Bolthouse** was named director of the Fond du Lac (Wis.) Public Library.

■ July 2 **Sharon Bostick** began serving as dean of libraries for the Illinois Institute of Technology in Chicago.

■ In July **Kristen Bullard** became librarian for the Smithsonian Libraries' National Museum of Natural History Library in Washington, D.C.

■ **Kevin Butterfield** recently became university librarian for Boatwright Memorial Library at the University of Richmond in Virginia.

■ In August **Meghan Casey** became social media librarian at Mendocino County (Calif.) Library District.

■ October 8 **Jessica Chamberlain** became director of Norfolk (Neb.) Public Library.

■ **Mónica Colón-Aguirre** has joined the full-time faculty of the Graduate School of Library and Information Science at Simmons College in Boston as assistant professor.

■ September 1 **George Conwell** retired as director of the Hamilton Township (N.J.) Free Public Library.

■ September 1 **Nicolle Davies** became executive director of the Arapahoe Library District in Englewood, Colorado.

■ August 8 **Sai Deng** became cataloging/metadata librarian for the University of Central Florida Libraries in Orlando.

■ August 4 **Heidi Dowding** became digitization librarian at Nazarbayev University Library in Astana, Kazakhstan.

■ In late August **Rachel Fecho** became manager of Montgomery County–Norristown (Pa.) Public Library's Conshohocken branch.

Mónica Colón-Aguirre

Nicolle Davies

Rosemary Magee

Eloise May

■ **Annaliese Fidgeon** is now digital learning initiatives librarian for the Delmar T. Oviatt Library at California State University, Northridge.

■ In early September **Juana Flores** was welcomed to the Carroll Gardens Library in Brooklyn, New York, as children's librarian.

■ August 15 **Brianne Hagen** began serving as metadata librarian at Hope College's Van Wylen Library in Holland, Michigan.

■ **Michelle Halpern** recently became liaison of youth services for Westchester Library System in Tarrytown, New York.

■ In July **Marisa Hicking** joined Avon (Conn.) Free Public Library as teen librarian.

■ **Julie Holden** recently became information services and emerging technologies librarian at the Cranston (R.I.) Public Library.

■ August 31 **Susan Irving** retired as manager of Louisville (Ky.) Free Public Library's St. Matthews–Eline Memorial branch.

■ In August **Elizabeth Kalen** became children's librarian at Mendocino County (Calif.) Library District.

■ **Rosemary Magee** recently became director of the Manuscript, Archives, and Rare Book Library at Emory University in Atlanta.

■ August 1 **Chris Markley** became librarian/archives supervisor of Johnston County (N.C.) Public Libraries' Selma branch.

■ September 1 **NoahJon Marshall** became elementary librarian at the American International School of Jeddah in Saudi Arabia.

■ **Eloise May** has retired as executive director of Arapahoe Library District in Englewood, Colorado.

■ August 24 **Christine McDonald** retired as director of Crandall Public Library in Glens Falls, New York.

■ **Heather McEntee** is now director of Bossier Parish (La.) Libraries.

■ August 27 **Timothy McGeary** became head of library systems for the University of North Carolina at Chapel Hill.

■ August 30 **Val Morehouse** retired as librarian of the Cantor Ted Cotler

CITED

■ **Emma Bradford Perry,** dean of libraries at Southern University in Baton Rouge, Louisiana, was recently honored by CNN anchor Soledad O'Brien for her mentorship of SU honor student and Soledad scholar Tyreiron Segue during the annual New Orleans in the Hamptons benefit gala in New York City. Perry was honored for being a role model for Segue and the foundation.

Library of Temple Isaiah in Lafayette, California.

■ **Patrick Morgan** is now research and instruction librarian at Hope College's Van Wylen Library in Holland, Michigan.

■ **Christina Morrison** recently became advancement associate for Smithsonian Libraries in Washington, D.C.

■ August 27 **Mandie Roberts** became director of Spencer (Iowa) Public Library.

■ **Vincent Robles** has retired as reference librarian from El Camino Community College Library in Torrance, California.

■ August 27 **Mary Schoedel** began serving as director of John Graham Public Library in Newville, Pennsylvania.

■ September 4 **Scott Staub** became executive director of the Friends of the San Francisco Public Library.

■ Effective December 31, **David Tate** will retire as director of Van Buren District Library in Decatur, Michigan.

■ **Chanda Temple** was recently appointed director of public relations at Birmingham (Ala.) Public Library.

■ November 1 **Lisa Von Drasek** became curator of the Children's Literature Research Collections at the University of Minnesota Libraries in Minneapolis.

■ September 4 **Tena Wilson** became executive director of the Stark County (Ohio) District Library.

■ September 4 **Amber Wyzik** became library media specialist for the Granby (Conn.) Public Schools' Frank M. Kearns Primary School.

Jim Morris

David Tate

At ALA

■ In September **Andrea Hill** became an independent contractor for the Association of Specialized and Cooperative Library Agencies.

■ In August **Kirstin Krutsch** was promoted to senior production editor of ALA Production Services.

■ In September **Elliot Mandel** left ALA as program coordinator for the Office for Literacy and Outreach Services.

■ In August **Melissa Wood** joined ALA as marketing and sales manager for Digital Reference.

Send notices and color photographs for Currents to Mikayla Reising, mreising@ala.org.

OBITUARIES

■ **Clara Stanton Jones,** 99, the first woman as well as the first African American to direct the Detroit Public Library, died September 30. In 1972 she established TIP (The Information Place), a community and information referral system that became a model for other libraries nationwide. Jones, who was 1976–1977 ALA president, retired from DPL in 1978.

■ **David Lane,** 61, biological sciences librarian and associate professor at the University of New Hampshire in Durham for 27 years, died August 25.

■ **Jay Lucker,** 82, former director of the Massachusetts Institute of Technology Libraries in Cambridge, died September 2. While at MIT, he oversaw the renovation and expansion of the Rotch Library of Architecture and Planning. A nationally renowned library building and planning consultant to numerous libraries, universities, and museums, Lucker continued to consult after his retirement in 1995.

■ **Laura Phillips Mackay,** 92, died August 25 after a brief illness. She became the librarian for the Baltimore newspaper the *AFRO* in 1966 and developed what came to be known as the *AFRO* Archives.

■ **Jim Morris,** 62, died July 25 after a nine-month battle with pancreatic cancer. He served as executive director of Library and Community Services at Florida Gateway College in Lake City. Morris received the Florida Library Association's 2012 Librarian of the Year award and was formerly the cochair of the statewide Task Force on the Future of Academic Libraries in Florida.

■ **Emily Muller,** 93, one-time librarian for the Westport (Conn.) Public Library, died September 2. She began her career as a librarian in a high school for Army dependents in Germany and later became librarian of the Wilton (Conn.) High School.

■ **Alice H. Scott,** 77, who retired as deputy commissioner of Chicago Public Library in 1998, died August 28. The Chicago Public Library honored her with its Trailblazer Award in 2004 for spearheading the creation of the African American Service Commission of Chicago for Ethnic Celebrations.

■ **June Smeck Smith,** 95, chair of the Library Science Department at the College of St. Catherine (now St. Catherine University) in St. Paul, Minnesota, until her retirement in 1975, died July 8. She joined the staff as readers' advisory librarian in 1956.

Connect Guys with Authors

Virtual chats make writers real and relevant to boys

by Abby Johnson

It was a sunny June afternoon, perfect for playing baseball, taking a dip in the local pool—or having a virtual chat with a favorite author over Skype about what you've been reading. That was the message the New Albany–Floyd County (Ind.) Public Library set out to impart this summer through our first "Guys Read" program series, which was designed to attract boys to the library and get them excited about books. We sought to make that virtual guy-to-author connection with the help of local high school teacher and Twitter legend Paul Hankins (@PaulWHankins).

A voracious user of our library, Hankins quickly jumped at the chance to give something back. He turned out to be the perfect partner for this project: a passionate reader and, as a teacher and father of two, someone who's comfortable with kids.

Both kids and authors had a blast at our Skype programs. We were lucky to "host" authors who went the extra mile, recommending great books.

He suggested arranging Skype chats with some guy-friendly authors—an approach he has had success with in his high school classroom for many years. By reaching out, he has developed personal relationships with many authors through Twitter, by attending conferences, and via his classroom writing project rawinkonline.com.

Our first step was to approach authors who would appeal to our male readers, and this is where Hankins's expertise really helped. We decided on Phil Bildner (author of the Sluggers series about baseball and other sports books), and Scott Seegert and John Martin (cocreators of the Vordak the Incomprehensible books). Since Hankins had already established relationships with all three, they did the Skype chats for free.

Both kids and authors had a blast at these programs, and we were lucky to "host" authors who went the extra mile by recommending great books to our young patrons. Most of the youngsters had read our guests' books beforehand and were full of questions. Even those who hadn't read the books left excited by authors who encouraged them to write and to read what they like. The youngsters quickly grabbed copies of books the authors had recommended and books I featured on display. I chose books by the Skype-chat authors and readalikes so the kids would have plenty of choices.

It was inspiring to see our guy authors and Hankins connect with our young male readers and how seriously the youngsters took those book recommendations. When you solicit reading role models, you just might be creating long-term partners for your library. After the success of these programs, Hankins told me he had already been thinking about possible authors for next summer, and we're eager to continue to offer this program to our patrons.

Think local, phone global

But what if you don't have a Paul Hankins in your community? First ask yourself, "Am I sure about that?" I knew Hankins from his frequent trips to our library, but it was in connecting with him on Twitter and Facebook that I got to know him well enough to ask him to work with us. If you're not putting yourself out there to connect with people in your community who can be valuable resources, you may never know about the reading advocates in your midst. Seek them out and don't be afraid to ask for their help.

If it turns out that you just don't have your own version of Hankins, you can still offer Skype chats at your library. Carefully choose books and authors likely to appear to your male audience. (If you're not sure, ask some guys.) Then, check out the Skype an Author Network, which lists potential guests, many of whom will offer brief "meet 'n' greet" chats for free. Just make sure to check with them before you purchase books or supplies for your program.

Connecting boys with books is a perennial hot topic, and a program like this may be just what you need to inspire the young male readers you serve. ▮

ABBY JOHNSON *is children's services/outreach manager at New Albany–Floyd County (Ind.) Public Library. Find her on the web at abbythelibrarian.com.*

Unforgettable Passwords

In the age of faster processing speeds, online security demands greater user vigilance

by David Lee King and Michael Porter

How many passwords do you have? Michael has 221; David has 210. Some are for social media accounts like Facebook and Twitter, while others are for services used occasionally, such as SoundCloud (a place to store and share audio files) or Tripit (a travel app). The rest are for services and tools we have tried out but haven't used lately, such as Second Life. There are "real life" passwords, too. David has a federal student aid password for his oldest daughter. Both of us have travel-related passwords (i.e., mileage and awards programs), not to mention credit card and bank passwords. David's church even has a password for its online member forum.

Regardless of the number of passwords you may have, we all know they can be difficult to keep track of. And now, there's an even greater concern about security because of improved computer processing speeds, which enable hacking programs to identify valid password combinations with rapid ease. So, how can you keep your passwords safe and memorable? Here are some tips.

Mnemonically yours

David asked his Twitter and Facebook contacts; some said they simply write them down in a notebook or on a piece of scrap paper. Not the most secure, but it works for some people.

Many have a knack for remembering things and use this ability to track passwords. Via Facebook, librarian Jim Peterson said he writes them down immediately and refers to them until they're committed to memory. Via Twitter, librarian Vassiliki Veros similarly wrote, "I memorize them, but they're all around the same theme. Husband uses same theme, so we know each other's in case of misadventure."

How can you keep your passwords safe? Here are some tips.

Some people create a formula that helps them create unique, strong passwords that are also easy to remember. Librarian Toby Greenwalt tweeted that he uses a formula that employs "a consistent alphanumeric phrase and plugs in a mnemonic that uses the name of the site." For example, he wrote, "if my phrase is 'mypassword,' I'd throw in a number or two and either 'tw' or 'wt,' making mYp2ssTww0rd."

Comedian and consultant Adam St. John Lawrence explained via Twitter that he uses a standard stem and then adds some "slightly cryptified elements" based on the service he is using. For Facebook, he may create pa55r00t-613, in which 'pa55r00t' is the stem and the remaining numbers correspond to letters: six equals "F," one equals "A," etc.

Want to know more about formula-based passwords? Check out "Geek to Live: Choose (and Remember) Great Passwords," by Gina Trapani on Lifehacker (lifehacker.com/184773/geek-to-live—choose-and-remember-great-passwords).

Use an app

A variety of software tools can also help. For example, a simple spreadsheet is a pretty handy tool, and it's what David's IT department uses to store passwords. They're on one or two password-protected spreadsheets, with a printout stored in a safe.

Other people use browser-based password storage. Most modern browsers like Google Chrome, Firefox, and newer versions of Internet Explorer remember passwords, and Keychain Access for Macs is connected to Safari. Both work well for password storage.

There are also some helpful software tools created for storing usernames and passwords. Here's a list of apps people have mentioned:

- 1Password (agilebits.com/onepassword)
- Lastpass (lastpass.com)
- KeePass (keepass.info)
- Roboform (roboform.com)

We all need to remember our passwords. Whatever way—or ways—you choose to do so, make sure to manage those usernames and passwords so you don't forget them. ▮

DAVID LEE KING *is digital services director for Topeka and Shawnee County (Kans.) Public Library.* **MICHAEL PORTER** *is currently leading the effort of the e-content–centric nonprofit Library Renewal and has worked for more than 20 years as a librarian, presenter, and consultant for libraries.*

Librarian's Library

Making Sure Libraries "Measure Up"

by Karen Muller

Times are tough for libraries, and when times get tough, managers—whether college administrators, a principal, a board of trustees, or even voters—start asking about the viability of programs and the measurable benefits of those programs. That's why understanding how to measure your library's activities—and therefore proving their value—is critical in today's economic environment.

In *Using Qualitative Methods in Action Research: How Librarians Can Get to the Why of Data*, editors Douglas Cook and Lesley Farmer provide an array of examples that use qualitative research (which analyzes observed behaviors or transactions or a group under study) to understand what does and doesn't work with a library instruction program. They also look at changes a library may need to implement in order to better meet the needs of students; how to evaluate and improve reference interviews; and what to do to improve collection development processes. Such qualitative methods can help explain why a program is valuable.

INDEXED. ACRL, 2011. 264 P. $60. 978-0-8389-8576-2

Just Plain Data Analysis: Finding, Presenting, and Interpreting Social Science Data by Gary M. Klass is an exploration of the types of quantitative research (which is rooted in data and statistical analysis) that can be used to draw conclusions about such social science issues as crime rates and measuring educational achievement. Klass uses examples of statistical claims to demonstrate how changing the time frame for data collection or looking at different correlations can result in varying or misleading statements. He also has chapters to how to tabulate and display numbers and how to use graphical presentation effectively.

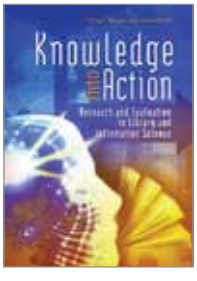
INDEXED. ROWMAN & LITTLEFIELD, 2012. 202 P. $24.95. PBK. 978-1-4422-1508-5

Sandra D. Andrews's *Power of Data: An Introduction to Using Local, State, and National Data to Support School Library Programs* couples a practical guide to sources of good statistical surveys with discussions of how to use information in statistical reports. The purpose is to learn how best to use data at your own school district and

When times get tough, managers start asking about the viability of programs. Understanding how to measure them is key.

building level to develop arguments for the efficacy of your program. Andrews, who is on the faculty at the University of North Carolina at Greensboro, looks at possible questions one might have, then walks readers through the local, state, and national resources that could help benchmark performance, demonstrate meeting standards, and advocate for support.

INDEXED. AASL, 2012. 88 P. $36. 978-0-8389-8617-2 (ALSO AVAILABLE AS AN EBOOK.)



Danny P. Wallace and Connie Van Fleet's *Knowledge into Action: Research and Evaluation in Library and Information Science* provides research methods and principles meant to help students and practitioners understand how to conduct research and/or use the research of others. While the main portion of *Knowledge into Action* covers research methods, the authors have also included a discussion of ethics and politics with regard to research, as well as a brief chapter of pointers

on how to evaluate the quality of published research.

INDEXED. LIBRARIES UNLIMITED, 2012. 388 P. $55. 978-1-59884-975-2 (ALSO AVAILABLE AS AN EBOOK.)

Engaging in Evaluation and Assessment Research not only focuses on the "how" of doing research about library services but extends that focus to help people use the resulting evaluation and assessments. Coauthors Peter Hernon, Robert E. Dugan, and Danuta A. Nitecki explore the individual components of an evaluation and research study—reflective inquiry, development of procedures, and data collection, analysis, and presentation. The authors also provide tips on how to make such research part of organizational culture.

INDEXED. LIBRARIES UNLIMITED, 2011. 305 P. $60. 978-1-59884-573-0

In the second edition of *Assessing Service Quality: Satisfying the Expectations of Library Customers*, authors Peter Hernon and Ellen Altman provide an example of applying research and assessment to the library issue of service quality. The authors give simple, customer-centered ways to measure patron opinions, using such data-collection methods as surveys and focus-group interviews, as a way to plan for continuous service-quality improvements. They also look to ways to measure customer loyalty.

INDEXED. ALA, 2010. 215 P. $65. 978-0-8389-1021-4

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

ROUSING READS

THE WILD AND POETIC LIFE OF WESTERNS

When a Western is done well, its images can strike deep—and often subconsciously—into our imaginations, and the reverberations have the power of myth.

I'm hooked on Westerns. Not the genre-blends that are popular today—the cowboy romances and the zombie Westerns—but the real thing: novels set in the Old West, featuring hard-drinking, rugged individualists who are good at doing the things that must be done and doing them with grace under pressure. Except for the setting, that definition also works for hard-boiled crime novels, which is why anyone who enjoys crime fiction should also be reading Westerns. One genre's high-plains drifter is another's private eye walking the mean streets.

Many decades ago I took a class in English Romantic poetry from a professor who made the peculiar claim that anyone who wants to understand poetry should read or watch Westerns. Huh? What could *High Noon* possibly have to do with Coleridge? And yet, over the years, I've come to appreciate the poetry of Westerns. In the same way that a poem distills an idea or an emotion into an image (or a series of images), so a Western translates a welter of conflicting notions about the frontier, and the place of the people in it, into an iconic tableau that tells the story in a moment: a homesteader's house on an empty plain, and a man on a horse riding slowly into the frame; a gunfight on a dusty, empty street; the swinging doors of a saloon. Such tableaux can descend quickly into cliché, of course, which is why there are so many bad Westerns (and bad poems, for that matter), but when they work, when the image strikes deep (and often subconsciously) into our imaginations, the reverberations have the power of myth.

I'm sensing you anti-Western types aren't convinced. So here are two arguably poetic Westerns to try. Start with Elmore Leonard's *Hombre* (it's no surprise that crime-fiction master Leonard wrote several outstanding Westerns before he turned to the mean streets). Hero John Russell (played by Paul Newman in the 1967 movie version) was raised by Apaches but is now riding a stagecoach on the way to a new life with white people—a stage, that, naturally, comes under attack from outlaws, forcing Russell (reviled as a "half-breed") to save the bigots who despise him. It is a classic Western situation: A man responds to circumstances beyond his control and takes action not out of any moral imperative but because context drives him to it. A narrative cliché or the portrayal of an archetypal existential moment? On that slippery slope, the best Westerns balance their way to greatness.

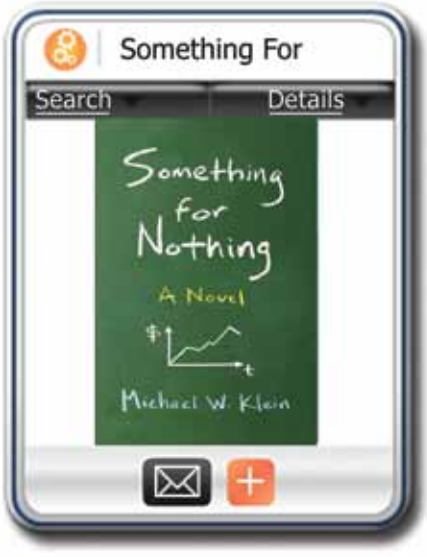
Unlike Leonard's John Russell, Amos Edwards in Alan LeMay's *The Searchers* very definitely acts out of a moral imperative; but like so many morality-driven actions, it is misguided and tragic. When Edwards returns home to find his brother's family has been slaughtered by Comanche warriors, who have taken his niece, Debbie, hostage, Edwards vows to find the girl—not to save her but to kill her (since in his mind she's been defiled beyond repair). The novel lacks the sweeping western vistas that John Ford's film version supplies, but it does better with the human side of the story, producing what my English professor might have called a Western version of Shakespeare's *Measure for Measure*.

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

Solutions and Services

wevideo.com

WeVideo, a cloud-based video editing platform, recently launched a free service in addition to reduced education pricing for its full-featured versions. By setting up a free account, WeVideo's tools enable users to edit videos in their browsers with media files from any device. Educators can record video clips for their lesson plans, assign interactive video projects, and create video orientations for academic essentials such as library tours. To encourage the widest adoption of video usage in the classroom, the software's free service enables students to create and export up to 15 minutes of videos per month with 5 GB of storage. If more usage is needed, WeVideo Plus allows 60 minutes of video exports with 10 GB of storage, and WeVideo Ultra has 120 export minutes, 1280 x 720 resolution, and 20 GB of storage.



impelsys.com

Impelsys has announced a few new tools as part of iPublishCentral, a hosted solution to market, distribute, and deliver print-content online. iPublishViewInside enables authors to display a table of contents, along with pages of their choice, to showcase as samples on book retailer websites. iPublishWidget is the portal that presents ViewInside to readers by providing direct-buy links to an author's homepage, shares to email and social networking sites, and viewings of book content through ViewInside. Usage and conversion statistics allow authors to track the number of visits, email shares, and purchases made.

d-techdirect.com/products/laptop-security >>>

D-Tech has launched The Diplomat, a system of self-service laptop cabinets designed for secure lending in libraries. Library patrons access the locker by placing their library card on the reader for scanning. The Diplomat's self-check software is fully SIP2 compliant and enables full charge of the laptops before they are reissued. Each module has a capacity of 12 to 96 units, which can be adjusted for customer needs. The system will accommodate all laptop brands, and each locker is equipped with a power-saving, temperature-controlled charging structure. The Diplomat can also double as a rental space in which library patrons can store personal phones, laptops, and iPads.

To have a new product considered for this section, contact Mikayla Reising at mreising@ala.org.

proquest.com

ProQuest is combining its development programs for library schools to create a single, wide-ranging resource that connects students and faculty with free resources designed to advance education and careers. The new Graduate Education Program (GEP) brings together programs from ProQuest and business units such as Dialog, and includes access to products and services, teaching tools, and training and development opportunities, along with awards and internships, all packed into a social network that enables users to connect with one another. ProQuest GEP is housed within a free social networking site called Discover More Corps. GEP's resources include: free access to renowned resources from ProQuest, free curriculum development resources, customized training and class presentations, ProQuest's Student Trainer Internship Program, networking through Discover More Corps site, and a variety of awards and scholarships.

DISCOVER MORE CORPS

alexanderstreet.com

Alexander Street Press has recently expanded its streaming video offerings with four original digital collections. The collections encompass more than 2,000 hours of content. The collections include Art and Architecture in Video, LGBT Studies in Video, Health and Society in Video, and Criminal Justice and Public Safety in Video. The collections are fully indexed and searchable to allow users to easily identify the information most relevant and meaningful to their course of study.

CASE STUDY

CREATING SHARED LIBRARY SPACES

The main library at Texas Tech University, a public research university in Lubbock, Texas, houses a collection of more than 1.7 million volumes. In spring 2011, library staff began the process of repurposing the reference area on the first floor because of a lack of collaborative workspace for students to meet, gather, and share material. Justin Daniel, systems librarian for Texas Tech Libraries, originally drew a plan for the new space to include a U-shaped desk and media well with attachments for charging and network access in each setting. Staff members deemed the Steelcase media:scape units compatible with their needs, installing 11 individual workspaces and a lounge with collaborative chairs. Each media:scape setting accommodates up to eight students at a time. The GroupWorks space, which was given its name by students via a Facebook poll, now occupies 3,200 square feet in place of the reference collection, which was moved to the upper floor stacks. To use the technology, students simply open the media well and remove a puck that can then be connected to a laptop. Students share what's on their laptop by pressing the puck. The media:scapes are also equipped with a Polycon videoconferencing tool, so students who are absent can still attend meetings. At the library, students continue to thank the librarians for providing the GroupWorks space, and professors ask how they can integrate collaborative learning into their coursework. Daniel states, "This is a definite destination."

GroupWorks space at Texas Tech University Libraries

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Trust in Your Trustees

Politicians prefer your board's views on library needs over yours

by Will Manley

It frustrates me profoundly to have someone in the library profession approach me at a conference to challenge my credibility as a speaker—usually in view of the fact that I'm retired, out of touch, and behind the times. In other words, I'm no longer actively involved in library matters.

My defense is immediate. I explain that while I may be retired from the administrative wars, I now play an even more important library role: I am a trustee. Inevitably the response is both derisive and dismissive: "Trustees aren't really a part of our profession, are they?"

While that rejoinder really bugs me, I have to grudgingly admit that it does carry a certain element of truth. Quite frankly, trustees do not belong to the library "tribe." But that is precisely why they are the most important players in the public library arena.

Here's a quiz: What are the three main duties of a library board of trustees? If you answered (a) hire and fire the director, (b) make library policy, and (c) secure library funding, you are correct. Everything else they do, from attending meetings to approving minutes, is strictly secondary.

Trustees are better fundraisers.

Of their three main duties, securing funding is by far the most critical. Trustees can be much more effective fundraisers than librarians, precisely because they are outside the library tribe. They don't know the secret library handshake, the litany of obscure library acronyms, or the meaning of the terms "autoregressive bibliographical interface," "triangulated title access," or "multipolycentric reference control." Heck, most of them haven't a clue what OCLC stands for.

Does that make them aliens from outer space? No, that puts them on the same level as the local politicians who control the library purse strings. Point one: Local politicians hate to be talked down to by professionals. It doesn't matter if it's the police chief, city engineer, or library director. Every profession has its mumbo jumbo jargon that makes laypeople feel stupid and out of the loop—something local politicians hate to feel. Point two: When library directors go hat in hand to the city council to ask for departmental budget hikes, what do council members see? They see special interest professionals who want to feather their tribal nests.

But when library trustees do it, councilpeople see constituents: bankers, salesmen, nurses, plumbers, and homemakers. They see their next door neighbor, their child's soccer coach, a congregant from their church, a high school classmate. They see registered voters—the folks who will determine whether they get reelected. And don't kid yourself: Getting reelected is job one for every politician.

Many years ago, I became director of a good-size library, filling a months-long vacancy. Before I was hired, the board was forced to get very involved in the library budget process, and my first week as director happened to be budget week. The entire board of trustees appeared before the city council to plead for three new librarian positions. The next week was election week. The board was unsuccessful in getting the three positions—the council granted it five.

After the meeting, the police chief came up to me and asked, "How do I get one of those boards of trustees?" ■

"I am not out of touch! Now, where do you keep the record albums?"

WILL MANLEY *has furnished provocative commentary on librarianship for more than 30 years and has written nine books on the lighter side of library science. Write him at wmanley7@att.net.*

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