

american libraries

JANUARY/FEBRUARY 2014

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

Philadelphia 2014

*The conversation
starts here . . .*

PLUS

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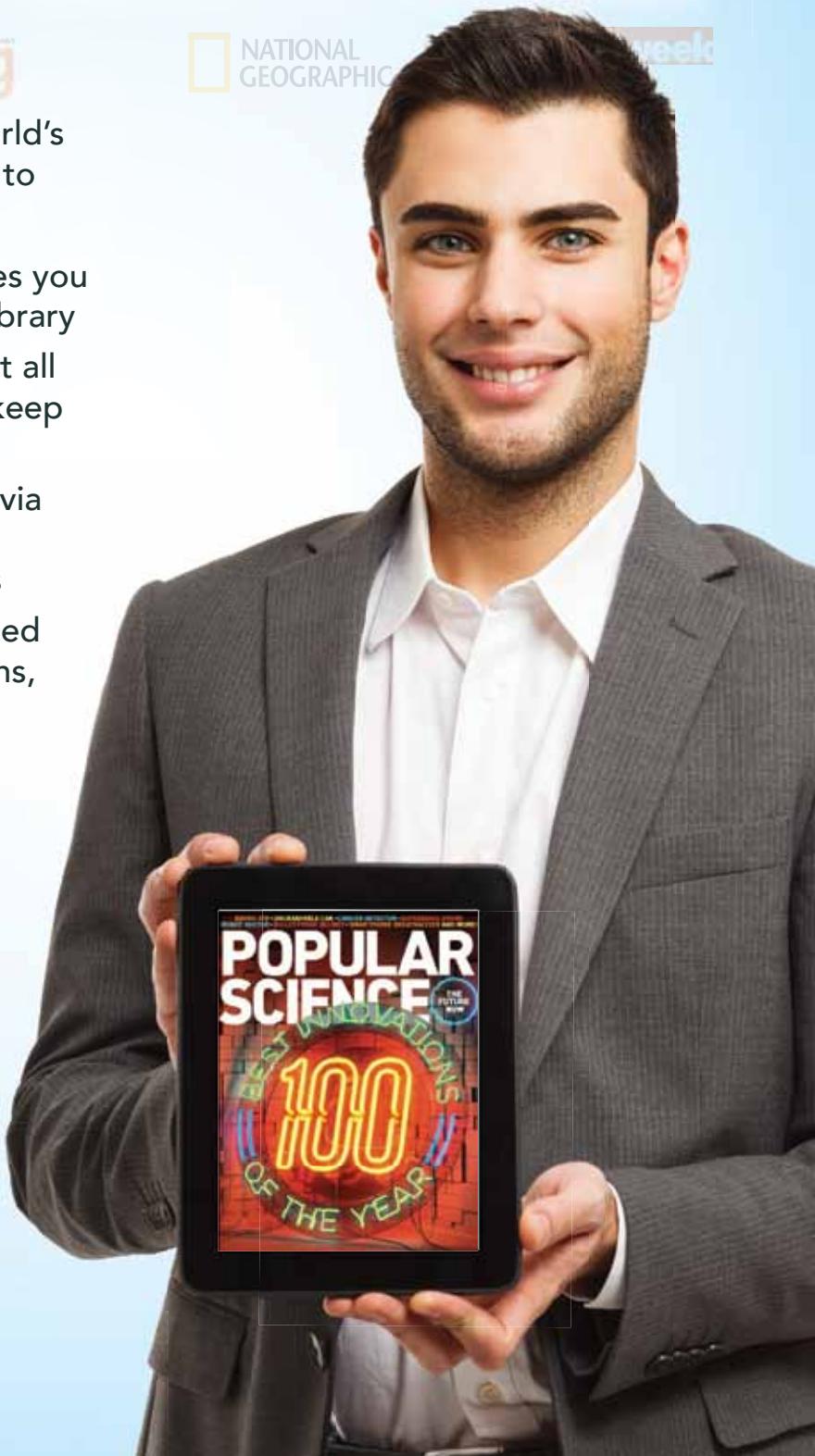
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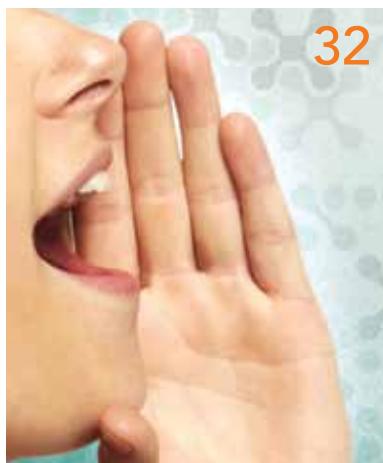


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The Fear of Flying

by Laurie D. Borman

Flying to Philly is the only thing I don't look forward to when it comes to Midwinter. The indignity of airport screening, waiting to board an overcrowded plane, jamming my carry-on into an overstuffed bin. The sole redeeming feature of air travel has been my 15 minutes of quiet reading when the airplane leaves the gate because no one is on his or her cellphone texting, playing Candy Crush, or listening to music that seeps out of headphones. But oops, the FAA had to go and start allowing all that. Drats.

I still plan to read, though, despite the new intrusions, starting with a review of the Midwinter Preview (on page 50) so I can make my final selections for programs and sessions to attend. I'll also peruse local expert Elisa Ludwig's Philadelphia dining guide (see page 58) for ideas

on where to eat. So many choices and so little time.

One thing about the Midwinter Meeting is already happening: Word-of-mouth buzz about sessions and topics helps draw crowds. You can apply the same principles to your library programs and events. Word-of-mouth marketing, according to Jonah Berger, author of *Contagious: Why Things Catch On* (Simon & Schuster, 2013) is more important than social media, than

paid online advertising, or any number of other digital ways to promote your efforts. Learn more about how to make word-of-mouth marketing work for you in our feature by Peggy Barber (page 32).

Even though I like tech breaks on airplanes, I recognize the need for lots of bandwidth at the library. But how do you go about proving that the amount you have is not enough? That's where the Edge Initiative comes in, developed by a national coalition of libraries and local government organizations, including ALA's Office for Information Technology Policy and Public Library Association. Eleven benchmarks help libraries evaluate their services. See more about Edge in our feature on page 36.

Hard to believe another year has passed. We help you recall some of the top events of the library world in our annual recap assembled by *American Libraries* editors, beginning on page 28.

And speaking of time flying by, 30 years ago this month, *Booklist* editor Bill Ott began writing for *American Libraries* in a column called Quick Bibs. It moved from a compilation of collection-building tips to more personal book-related commentary, now called Rousing Reads. On this anniversary, Bill is retiring his column. All of us at *American Libraries* want to say thanks to Bill for his many years of entertaining, engaging writing. ■

According to Jonah Berger, author of *Contagious: Why Things Catch On*, only 7% of word-of-mouth marketing—conversations about brands—happens online.

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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indexed

Available full text from ProQuest, EBSCO Publishing, H. W. Wilson, LexisNexis, Information Access, JSTOR.

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published

American Libraries (ISSN 0002-9769) is published 6 times yearly with occasional supplements by the American Library Association (ALA). Printed in USA. Periodicals postage paid at Chicago, Illinois, and additional mailing offices. POSTMASTER: Personal members: Send address changes to *American Libraries*, c/o Membership Records, ALA, 50 E. Huron St., Chicago, IL 60611. ©2014 American Library Association. Materials in this journal may be reproduced for noncommercial educational purposes.



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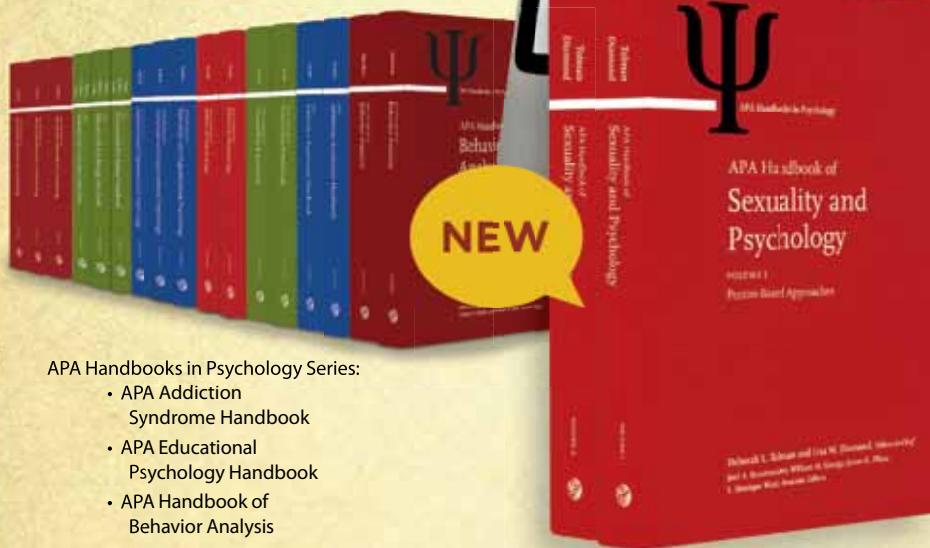
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Advocating for School Librarians

The peril and promise of school libraries

by Barbara K. Stripling

As president of ALA, I advocate for all types of libraries, librarians, and library workers. We are, after all, a community. Together, we can fulfill the promise that all libraries change lives.

Yet the promise of libraries is in peril because school libraries are in crisis; a threat to one type of library is a threat to all libraries. School libraries across the country are at a critical point. On one hand, budget and testing pressures have led to decisions to de-professionalize or eliminate school libraries. On the other hand, the increased emphasis on college and career readiness and the integration of technology have opened an unprecedented door to school librarian leadership.

ALA is planning a multifaceted advocacy campaign for school libraries. Every librarian in the country must be involved. If you're a school librarian, you know the messages that must be delivered. If you are in another type of library, you may not realize the ways that school librarians change lives. Build your message around five critical areas and then talk to your local school librarian for stories and data to bring those messages alive.

Culture of literacy. Traditionally, school librarians have built a schoolwide culture of literacy by providing individualized reading guidance, developing high-quality collections that match the students

and curriculum of the school, and nurturing a love of reading. Today's school librarians also teach critical new literacy skills to enable young people to evaluate and make sense of text presented in all formats and to be producers and communicators of ideas, not just consumers of information.

Culture of inquiry. The mission of the school library is to enable all students to be independent and lifelong learners, equipped with essential critical-thinking and information skills. Young people learn through inquiry—asking good questions, investigating, and drawing evidence-based conclusions. School librarians collaborate with classroom teachers to embed inquiry throughout the curriculum of the school.

Social and emotional growth. Because the school library is a safe space for discovery and collaboration, young people develop personal dispositions of self-confidence, perseverance, and grit, as well as social qualities like the ability to be part of a team and show respect for the perspectives of others.

Creativity and imagination. School libraries offer liberating experiences of imagination and creation. Students see characters in their minds as they listen to stories.

Young people imagine their own stories or create expressions of their learning to share with others.

Thoughtful use of technology.

School librarians teach students and teachers how to use the latest technology tools for personal and academic learning, communication, production, and collaboration.

Through the school library, use of technology becomes a natural and schoolwide part of the teaching and learning process.

School librarians have promised to empower young people to pursue a lifetime of reading, discovery, learning, and creating. To fulfill that promise, we must hold the dream that every school across the country will have an effective school library program. As Dee Hock, business author and former CEO of Visa said, "It is no failure to fall short of realizing all that we might dream. The failure is to fall short of dreaming all that we might realize."

We must stand together and demand the right of every young person to have a dynamic school library that is staffed by a certified school librarian. ■



The promise of libraries is in peril because school libraries are in crisis, and that is a threat to all libraries.

BARBARA K. STRIPLING is assistant professor of practice at Syracuse (N.Y.) University. Email: bstripling@ala.org.

The “Kitchen Table” Conversations and ALA

Community engagement works for libraries—and the Association

by Keith Michael Fiels

Over the next several years, ALA will be leading a major initiative to help libraries of all types utilize proven community engagement tools and techniques to better understand their communities and to encourage community-based innovations in library service.

This effort, which is part of the Association's strategic goal of assisting in the ongoing transformation of libraries, involves working with the D.C.-based Harwood Institute for Public Innovation. ALA and Harwood will create training modules and tools that libraries can use to engage more deeply with their communities and to become more central to the communities they serve.

At the same time, the Association will be using these same community engagement practices to better understand our “communities”: members, libraries, and the public.

At the 2013 ALA Annual Conference and Exhibition, we began a series of “kitchen table” conversations, focusing on ALA as a community. In those initial conversations, members talked about their aspirations for their professional community, as well as their concerns.

Following the conversations, we analyzed what members said in order to identify common themes. Ultimately, we put together the following summary of those 12 kitchen

table conversations:

People want a welcoming, inclusive, engaged, supportive organization. But

they're concerned that ALA's complexity makes it difficult to navigate and that ALA needs to be more welcoming to new members and new ideas. As people talk more about those concerns, they talk about silos, about having too many choices and too much “noise,” and about bureaucracy. They say we need to concentrate on building relationships and on developing a sense of community; we need more focus; and we need to continue the conversations. If we—ALA leadership, division leadership, round table leadership, staff—worked on this together, they would be more likely to trust the effort and step forward to help.

Gaining a deeper understanding of our aspirations may be informative, but it needs to translate into action, and this is where the innovation part comes in. Over the course of the coming year, ALA staff, elected leadership, the divisions, and round tables will be working together to identify specific ideas and steps that will make ALA more welcoming to new members and easier to navigate. The goal here, as with community engagement in libraries, is to show community members tangible results, that their concerns have been heard, and that positive changes and progress can occur. (Stay tuned for



New tools will help all of us improve service.

progress reports as we move along.)

The kitchen table conversations at Annual were just the start. Over-

whelmingly, participants asked that we continue these conversations. We intend to do so, with each series building on prior discussions. In every case, results will be posted publicly—and will also become part of ongoing discussions of changes within ALA. (For more info about participating in Midwinter kitchen table conversations, see page 51.)

We will also hold these conversations and forums at chapter, regional, and affiliate conferences, at which participants will have an opportunity to talk about their own aspirations and shape the future of ALA and of libraries. These forums and kitchen table conversations will help us to better understand the kind of community we want to create and will help serve as a fundamental building block of our next strategic plan and all our ongoing planning efforts going forward.

Community engagement is not just an abstract concept. It is a series of tools and techniques that can help us—whether we're a library or an Association—do a better job. ■

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

Comment Enabled

Health Literacy

"Is Your Library Plus-Size Friendly?" by Lori Smith (*AL*, Sept./Oct., p. 44) immediately caught my attention. While I agree that the library must be a comfortable place for all, perhaps our focus should not be to provide specially enlarged seating but rather informational resources that focus on health improvement.

Not only do librarians possess an array of health-focused materials, but we also have many fitness books, cookbooks with nutritious recipes, workout DVDs, and online resources and databases to

point patrons in the right direction. While many patrons are not aware of our range of offerings and materials, we have the ability to market these resources and advertise them both in-house and at various partner organizations.

Many libraries around the country have already begun to show their support and encouragement for a healthy lifestyle and physical well-being. Some libraries feature fitness and wellness programming in an attempt to assist in creating a healthier community. Timing for promotion and marketing of health materials, programs, and services could not be better as we not only face a nationwide obesity epidemic but also gradually implement the Affordable Care Act.

I hope that as we assess the current state of health and obesity concerns within our communities and the country as a whole, we as librarians take an active role in creating, facilitating, and managing resources, programs, and partnerships that will not only fuel the minds of our patrons but their bodies as well.

Jessica Garner
Williamsburg, Virginia

Nontoxic Only, Please

I appreciate the concern of librarians like Joe Janes ("The Toxic Middle," *AL*, Sept./Oct., p. 21) who genuinely want to see new librarians succeed and remain excited and eager to improve the field. However, I firmly believe that this idea of the toxic middle that seems to be batted around on a regular basis is incredibly detrimental to new librarians. In librarianship, as with all career fields, there will always be negative people who don't want to implement new ideas and who prefer to maintain the status quo. But by focusing on this population and constantly warning new librarians about the toxic middle, it can create a combative environment that doesn't need to exist.

I spent a good portion of my first year working in a library assuming that because I was new and young, my ideas wouldn't be respected, because that was what people kept telling me. I pitched ideas very aggressively because I thought it was the only way to get them accepted and implemented. And then I started to realize that while I was getting some negativity, I was mostly getting a lot of support and encouragement. My older and more experienced coworkers offered feedback to make my ideas better and

easier to implement. And if my ideas bombed, my coworkers were there to help me pick them apart to see what I could do better next time.

Instead of focusing on the negativity that we may run into as new librarians, let's focus on teaching new librarians how to have confidence in their ideas and how to stay determined. Instead of telling stories about the coworker who hated new ideas, focus on the coworkers and managers who love new ideas.

As a new librarian, I need to hear more stories about successes and fewer stories about all the roadblocks I'm going to hit.

Natalie DeJonghe
Romeoville, Illinois

Based on its 2009 survey of ALA-accredited LIS programs, the Institute of Museum and Library Services (IMLS) determined that the average age of librarians at graduation is 30.6. The much-analyzed "graying of the profession," as Joe Janes writes ("The Toxic Middle"), is not due solely to the aging of existing staff but also to the age of librarians when they enter the field. "The new blood surging into the profession" also includes enthusiastic middle-aged librarians with valuable new ideas and cutting-edge technology training.

Because many have been in the workforce awhile, they may also have substantial knowledge and experience in related fields. Despite the continuing IMLS and Bureau of Labor Statistics predictions of impending retirements that will open up thousands of positions, more librarians are staying on the job longer for various reasons. Because of those job

As we assess community health concerns, I hope that we as librarians take an active role in fueling not only our patrons' minds but also their bodies.

predictions, more new librarians enter the field mid-career.

Younger library staffers must also beware the “wet blanket” of age bias, a toxic threat to an information environment. All new librarians are worthy of a warm reception, and all colleagues should be shown respect, regardless of age.

Elsa F. Kramer
Indianapolis

ALA Needs a New Motto

The essential purpose of American librarianship is currently understood to be the encouragement of reading. Hence all the READ posters we dutifully purchase from the ALA Store. The motto of ALA is “The best reading, for the largest number, at the least cost.” This motto was adopted in 1892 and reaffirmed in 1988.

But if we look at why public libraries were created, we will remember it was to help the largely illiterate and uneducated masses better understand the public issues they would have to vote on and grapple with as citizens of a democracy. So libraries were not meant just to foster reading; they were meant to foster informed thinking and responsible action for the common good.

Guess what? America is still plagued by illiteracy, poor education, and a lack of understanding of public issues. Thus I was pleased to see the new emphasis by ALA on community engagement and support for democracy as represented by the Declaration for the Right to Libraries. America’s libraries have always at least given lip service to the principles in the Declaration, but it’s good to have them stated boldly and in a way that can help us rededicate our efforts as professional librarians to the serious purposes of libraries.

I hope these tenets will inspire librarians to take a fresh look at our mission statements, to strengthen our

programs in support of responsible citizenship, and to emphasize our vital information services over our recreational reading services.

Acceptance of these tenets also suggests ALA needs a new motto. So I propose we have a contest (or, God help us, create another committee) to consider a new motto for ALA that will be less passive, more passionate, and reflect the serious, vital mission of libraries in America.

Michael Baldwin
Benbrook, Texas

All About Will and the Kids

The best part of *American Libraries* is Will Manley. He manages to always talk about serious subjects with such humor. I especially liked “What About the Children?” I, too, want “a library director who doesn’t hate children.” So far this seems to be the case in central Ohio. As a retired school/public librarian, I am spending quite a bit of time at story hours with my grandchildren, and I am so pleased with what I see and hear.

Children who grow up in a loving library environment at school and in the public library make the future bright.

Ada G. Kent
Worthington, Ohio

Dear Abby

Abby Johnson’s “Sponsored by Your Library” (*AL*, Sept./Oct., p. 56) is a smart take on an issue that has been around for many decades. Balance is the key to good library policy, and it’s undeniably true that librarians have to “respond to patron demand.” But when librarians are negotiating sponsorships for programming, they also have to take control of the situation. “Yes, we would love to add

your logo to our sponsors list. Oh, but no, you do not get to distribute discount coupons for sugary soft drinks.” It’s important to have a board-approved policy in place ahead of time, and that policy must clearly state that we do not turn the public library into a marketing opportunity for anyone who waves some dollars at us.

I also applaud Johnson for suggesting that libraries partner with local cultural and educational institutions. The best thing you can do for yourself, your patrons, and your library is to get out into the community and make those vital connections.

Leonard Kniffel
Chicago

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Libraries Applaud Dismissal of Google Book Search Case

After eight years of litigation, the US District Court for the Southern District of New York upheld on November 14 the fair use doctrine when it dismissed *Authors Guild v. Google*, a case that questioned the legality of Google's searchable book database. The Library Copyright Alliance, a coalition of the American Library Association, ALA's Association of College and Research Libraries, and the Association of Research Libraries, welcomed the decision to protect the database that allows the public to search

more than 20 million books.

"ALA applauds the decision to dismiss the long-running Google Books case," said ALA President Barbara Stripling. "This ruling furthers the purpose of copyright by recognizing that Google's Book Search is a transformative fair use that advances research and learning."

In 2005, the Authors Guild sued Google over the scanning of library books from several research libraries without the prior authorization of rights holders. The purpose of the digitization project was to create a searchable index that would allow keyword searching of the collections

of major research libraries. The index is searchable by the public.

"It has become an invaluable research tool that permits students, teachers, librarians, and others to more efficiently identify and locate books," Judge Denny Chin wrote, referencing an amicus brief submitted by the Library Copyright Alliance, of which ALA is a member. "It has given scholars the ability, for the first time, to conduct full-text searches of tens of millions of books. It preserves books, in particular out-of-print and old books that have been forgotten in the bowels of libraries, and it gives them new life."

ALA Launches Policy Revolution Initiative

ALA's Office for Information Technology Policy (OITP) has begun work on a national public policy agenda and action plan for US libraries with support from a nearly \$1 million grant from the Bill & Melinda Gates Foundation. Disbursed over three years, the grant will allow ALA to advance library policy to telecommunications, information technology, and content industry interest groups in Washington, D.C. The initiative includes three major components: establishing policy priorities, engaging decision makers and influencers to advance policy goals, and upgrading ALA policy advocacy practice and capabilities for long-term sustainability.

"In a time of dramatic technological advances and increasing competition for federal resources, the US library

community needs more aggressive policy engagement at the national level," says ALA President Barbara Stripling. "This strategic funding support will enable the ALA Washington Office to expand engagement with key decision makers around a targeted set of policy priorities."

A public policy advisory council will provide advice and reach into diverse communities of interest. "Developing collaborations with other policy players is critical for increasing our ability to advance library interests," says OITP Director Alan S. Inouye. "Library roles and demands are evolving, so our national policy needs also require critical review and realignment so that libraries may continue to provide effective public access to information for all."

Emerging Leaders for 2014 Announced

ALA has selected 56 participants for its 2014 class of Emerging Leaders, an initiative that enables library workers to serve the profession in a leadership capacity early in their careers. Nearly 70% of this year's participants are sponsored by an ALA member group, which defrays the cost of attending ALA's 2014 Midwinter Meeting and Exhibits in Philadelphia and Annual Conference and Exhibition in Las Vegas.

Emerging Leaders attend a day-long session during Midwinter and collaborate on projects through online workshops for six months. They will present their work at a poster session at the 2014 ALA Annual Conference.

Visit ala.org/educationcareers/leadership/emergingleaders for additional details and for the complete list of 2014 Emerging Leaders.

Nominations Open for LIRT Awards

The Library Instruction Round Table (LIRT) is accepting nominations for two new awards that recognize excellence in information literacy and instruction. The LIRT Librarian Recognition Award is presented to a librarian in appreciation for contributions to the field. The LIRT Innovation in Instruction Award is given to a library that demonstrates innovation in support of information literacy and instruction. Winners will receive a \$1,000 cash award, a plaque, and a \$500 travel stipend to attend the 2014 ALA Annual Conference and Exhibition in Las Vegas.

The deadline for nominations for both awards is January 15. For full details, visit ala.org/lirt/awards. Self-nominations are welcome.

Apply Now for Coretta Scott King Grants

Underfunded libraries, schools, and nontraditional organizations that provide educational services to children are invited to apply for Coretta Scott King Book Donation Grants.

Awarded by the Coretta Scott King Book Awards Committee, the grants provide books submitted for consideration for the Coretta Scott King Book Awards to libraries and other organizations to expand their collections. Each year, three organizations are selected that demonstrate need and potential benefit from receiving the collection. All three libraries will receive copies of more than 80 titles submitted for consideration for the 2014 awards, including a full set of the winning titles.

Applications will be accepted through January 31, and winners will

be announced in late February. For more information, visit ala.org/csk and click “Book Donation Grant.”

AASL Common Core Action Brief Available

The American Association of School Librarians (AASL), in partnership with education reform nonprofit Achieve, has released an action brief to help school librarians implement

ALA EVENTS CALENDAR

Jan. 24–28: ALA Midwinter Meeting and Exhibits, Philadelphia, alamidwinter.org.

Feb. 5: Digital Learning Day, digitalllearningday.org.

Mar. 9–15: Teen Tech Week, teentechweek.ning.com.

Mar. 11–15: Public Library Association Conference, Indianapolis, placonference.org.

Mar. 16: Freedom of Information Day.

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

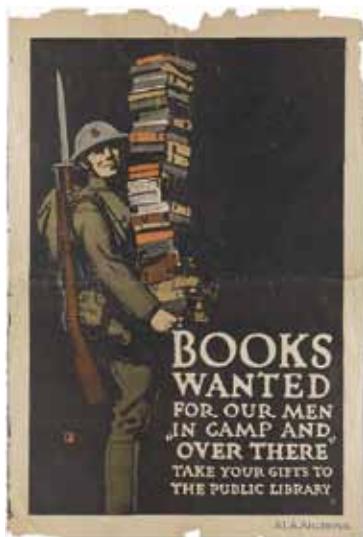
Apr. 13–19: National Library Week, ala.org/nlw.

Apr. 15: National Library Workers Day, ala-apa.org/nlwd.

June 26–July 1: ALA Annual Conference, Las Vegas, ala14.ala.org.

ANTIQUÉ ALA POSTERS PRESERVED

The University of Illinois at Urbana-Champaign has digitized posters from the ALA Archives' poster collection and made them available online. Some of the archives' oldest and most fragile items have been preserved, including oversized posters, rotogravures, and architectural drawings. Subjects include the work of the ALA during World War I (right) and II, the 50th anniversary of the ALA in 1926, and the Andrew Carnegie Centenary in 1935. New posters will be added to the online collection periodically. To view them, visit imagesearchnew.library.illinois.edu/cdm/landingpage/collection/alaposters.



the Common Core State Standards. The brief provides no-cost take-aways, talking points, action steps, and examples that school librarians can begin to put into practice in their schools immediately.

View the action brief at ala.org/aasl/advocacy/resources.

2014 Teen Tech Week Announced

Registration is open for Teen Tech Week, a celebration of digital literacy and technology via the library or organized by the Young Adult Library Services Association (YALSA).

With a theme of “DIY @ your library,” Teen Tech Week 2014, on March 9–15, allows libraries to demonstrate the value they give to the community by creating spaces to extend teens’ learning beyond the classroom, where they can explore,

create, and share content using makerspaces, coding classes, online knitting clubs, and other do-it-yourself activities.

Registration benefits include monthly free webinars and Teen Tech Week materials. For more information and to join, please visit teentechweek.ning.com.

Grant Offered for ALA Annual First-Timers

United for Libraries invites academic library Friends attending the ALA Annual Conference and Exhibition for the first time to apply for the United for Libraries/SAGE Academic Friend Conference Grant. The award enables a person who is active in a college or university Friends of the Library group, or an academic library staff member who works in development, to attend the

conference. A grant of \$850, plus full registration, will be awarded.

The deadline for applications is January 15. For more information and to apply, visit ala.org/united/grants_awards/friends/sage.

RUSA Institute Offers Genealogy Tips

The Reference and User Services Association’s (RUSA) upcoming professional development institute, held during the ALA Midwinter Meeting and Exhibits, will address issues of importance to library staff and administrators when serving or partnering with patrons, volunteers, scholars, or educators interested in genealogy research.

“Genealogy Resources for Librarians” features panels on free resources, future directions at the National Archives and Records Administration, webinar outreach and instruction, new online offerings, government documents, Quaker resources, and making the financial case for genealogical librarianship. The institute will be led by specialists from Ancestry.com, the Association of Professional Genealogists, the National Archives at Philadelphia, and others.

The institute will be held January 24 at the Free Library of Philadelphia. For additional information and to register, visit alamidwinter.org/register-now.

A Statement on ALA Conference Behavior

During its 2013 fall meeting in Chicago, the ALA Executive Board made a statement on appropriate conduct at ALA conferences. The board reaffirmed the Association’s commitment to “providing a harassment-free environment for everyone, regardless of gender, sexual orientation, gender identity, gender expression, disability, physical appearance, ethnicity, religion,

DOLLAR GENERAL FUNDS LITERACY

National Family Literacy Day, celebrated on November 1, focuses on activities and events across the US that showcase the importance of family literacy. Founded in 1993, the Dollar General Literacy Foundation (DGLF) has made significant efforts to support adult, family, youth, and summer literacy programs over the course of its 20-year history.

4.9 million

The total number of recipients of DGLF donations and grants over 20 years

\$85 million

The total number of dollars in donations and grants awarded over 20 years

40

The total number of states affected by DGLF grants

or other group identity.”

The statement also outlined behaviors that are strictly prohibited at conferences: harassment or intimidation based on race, religion, language, orientation, gender identity, gender expression, disability, appearance, or other group status; sexual harassment or intimidation; and yelling at or threatening speakers, either verbally or physically. Avenues for conference-goers and speakers to report offenses and harassment were outlined as well.

To view the statement in full, visit ala.org/aboutala/sites/ala.org.aboutala/files/content/governance/officers/eb_actions/ebactions2013/actionitemsfa2013.pdf.

YALSA Launches New Online Badges Project

YALSA is finalizing the soft launch of a new program that provides an interactive way to build skills and knowledge in its seven Competencies for Librarians Serving Youth.

Currently in beta stage, the project allows librarians to earn virtual badges for each of the seven competencies. Badges are earned by watching, reading, and interacting with others to learn about topics relating to specific competencies. Progress reports are then posted on the YALSA badges website for badging community members to review, provide feedback, and determine if the skills to earn a badge have been met. Once a badge has been awarded, librarians can use Mozilla's open badges backpack to post it on web and social media websites to promote their progress and skills to colleagues, employers, and potential employers.

The YALSA badge project is funded as a part of the Mozilla, HASTAC, and MacArthur Foundation Badges for Lifelong Learning project. To learn more, visit ala.org/yalsa/badges-learning. ■

A LIBRARIAN WITNESSES HISTORY HE HELPED CREATE

At midnight on August 1, 2013, under Minnesota's recently enacted statute recognizing same-sex marriages, Minneapolis Mayor R. T. Rybak began a six-hour session of officiating weddings at city hall. Sitting in front was a retired librarian whose effort to have his marriage recognized gained national attention more than 40 years ago.



McConnell in 1971 (left) and 2013.

In 1970, Michael McConnell and Jack Baker moved to Minneapolis, where McConnell landed a job as head of cataloging at the University of Minnesota Library. Among the couple's first actions as Minnesota residents was to apply for a marriage license, which was rejected by Hennepin County. Undeterred, McConnell and Baker filed suit; their case garnered national attention.

Upon learning of the marriage attempt, the university's Board of Regents vetoed McConnell's appointment. McConnell sued, and a federal judge ordered the appointment reinstated. On appeal, the Eighth Circuit overturned the order, stating the case was about "the right to pursue an activist role in implementing [McConnell's] unconventional ideas concerning the societal status to be accorded homosexuals and, thereby, to force tacit approval of this socially repugnant concept upon his employer."

McConnell became an early organizer of ALA's Gay Liberation Task Force. The ALA Intellectual Freedom Committee passed a resolution stating that McConnell's First Amendment rights had been violated but stopped short of recommending censure of the university.

McConnell and Baker's legal efforts were unsuccessful. On April 3, 1972, the US Supreme Court denied *certiorari* in McConnell's discrimination case; eight months later, the court dismissed Baker and McConnell's marriage appeal. In 1973, McConnell was hired at Hennepin County Library by future ALA President Mitch Freedman. McConnell's career focused on making library services widely available and improving the library's technology offerings. Upon his retirement in 2010, the County Board of Commissioners presented him with a special commendation for his career achievements.

The LeRoy C. Merritt Humanitarian Fund is devoted to the support, maintenance, medical care, and welfare of librarians who, in the trustees' opinion, are denied employment rights or discriminated against on the basis of gender, sexual orientation, race, color, creed, religion, age, disability, or place of national origin; or denied employment rights because of defense of intellectual freedom. In the past 35 years, Merritt Fund grants totaling \$102,220 have been awarded to 79 individuals. McConnell was among the first grantees when he received \$500 for living expenses in 1970.

McConnell and Baker—still together—chose not to participate in the August 1 marriages in Minnesota. They made a second, successful attempt at attaining a marriage license in Blue County, Minnesota, after Baker changed his legal name to gender-neutral Pat. Mike and Jack maintain they have been married, legally and happily, for more than 40 years.

JONATHAN KELLEY is program officer for the ALA Office for Intellectual Freedom, the Freedom to Read Foundation, and the Merritt Fund.

Detroit Public Library Provides Food to Fight Child Hunger

When Patrice Merritt was asked the number one challenge Detroit Public Library (DPL) faced with its summer reading program, she didn't hesitate with her answer: hunger.

"Our kids come to our library branches starving," says Merritt, executive director of the Friends of the Detroit Public Library Foundation. "They can't concentrate."

Luckily, the person who asked the question was also someone who was poised to help—Brian Glowiak, vice president of the Chrysler Foundation, the charitable arm of the Detroit-based car company. The foundation already worked to fight hunger in the city through Forgotten Harvest, a large nonprofit that takes imperfect produce or not-quite-expired food and gives it to social service agencies. To Glowiak, it just made sense that the library could be a recipient too.

"If they could have nutritious snacks, like fruit or a non-sugary drink, it would go a long way to help the kids out," Glowiak tells *American Libraries*.

So he and Merritt put their heads together with John Owens, head of Forgotten Harvest, to come up with a solution. The Chrysler Foundation gave a \$26,000 trial grant to pay for lunches that were a part of the library's 2012 summer reading program. In 2013, it funded a \$74,000 grant that paid for 11,000 lunches this past summer and for 6,300 after-school snacks every month at all of DPL's 22 branches.

"Literacy is an issue. Nutrition is an issue," says Glowiak. "An opportunity like this, where you do have children who are coming to the library—a safe haven that provides a constructive environment to expand their reading skills—it's a perfect storm in a positive way."

Detroit's Wayne County has one of the highest rates of child food insecurity in the nation, with nearly one in four children not sure where the family's next meal will come from.

Merritt says the program—which will continue in 2014—has been a huge success, boosting the numbers of kids who come to the library for help with homework or just because it's a nice or safe place to be.

"There's something to eat; there are people there to



Patrice Merritt and Brian Glowiak with children at DPL.

help," she says. "For some of the kids, this may be the last meal they're going to get that day."

While the number of kids coming to the summer reading program had been stagnant in recent years, it was up 23% in 2013, and the after-school program is serving 20% more kids too, giving them fruit, a drink, and a nutritious item such as yogurt every day.

The snacks hooked them in, says Merritt, but it's the library environment that has kept them coming back—particularly teens. "It's a community spot for that age group that has a hard time finding community spots," she tells *AL*. "We're making the library a cool place to come to."

While snacks may be outside of the services librarians typically think to offer, Merritt says it's just an extension of the ideals that libraries embody.

"We are the most democratic of institutions that still exist in this world. Our doors are open to anyone and everyone, and we don't ask questions," she says.

That means many librarians are getting to know which kids aren't going to eat that night and encouraging them to pack an extra granola bar in their school bag. Or telling parents and caregivers about the more traditional services they offer when they come to pick up their little one.

"We are in 22 of some of the most dire neighborhoods in this country," Merritt says. "There is no other place for some of these kids to go. There are a lot of people who have up and left and [many] schools that have closed, but we are still here."

—Megan Cottrell,
writer, blogger, and reporter, Chicago

Nearly one in four kids in the county is food insecure.



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Taking Aim at the Reality of Guns in Libraries

It's been just over a year since 26 people were shot to death shortly after the school day began at Sandy Hook Elementary School in Newtown, Connecticut. As it often does in the wake of a mass shooting, the national dialogue post-Sandy Hook about the availability of firearms predicted that the murder of 20 children and six educators would prompt stricter gun controls. That has not proved true, and libraries have become embroiled in the debate more than ever.

The complexities involved are exemplified by a court case in Michigan, *Capital Area District Library v. Michigan Open Carry (CADL v. MOC)*. The library sued MOC in 2011 for conducting open-carry protests inside CADL despite firearms being forbidden there. MOC prevailed in the lower courts, and the state supreme court declined to hear CADL's appeal on November 21, 2013. The case tested a key issue: Do libraries have the right to declare themselves a gun-free zone? In Michigan at least, the answer is apparently no.

A patchwork system

Diana Gleason, head of public services at the University of Idaho College of Law Library in Moscow, was so intrigued by *CADL v. MOC* that she conducted a nationwide survey of state gun laws to answer the question, "If they can do this in Michigan, where else can they do this?" Her findings appear in *Public Libraries Quarterly* (vol. 32, no. 4).

Gleason describes a patchwork of state laws regulating the open carry of firearms. However, there is now a



Gun owners make their Second Amendment beliefs clear by carrying holstered guns openly into the Richmond (Va.) Public Library on August 15, 2012. The screenshot above is from a broadcast on CBS affiliate WTVR about the protest.

legislative consensus nationwide that concealed carry is legal as of 2013, when Illinois became the 50th state to enact a law permitting the concealed carry of firearms by licensed gun owners.

Whatever local law permits, the key issue for libraries is whether a library can forbid patrons from bringing guns onto its premises should it choose to ban firearms.

"People may feel better in some states to have guns in their libraries," says Gleason. Pro-gun rallies at the Baldwin Public Library in Birmingham, Michigan, this past summer and Richmond (Va.) Public Library in 2012 (see photo above) show how some see the presence of guns as a deterrent to violence.

As of mid-November 2013, only the District of Columbia and five states (Florida, Illinois, New York, South Carolina, and Texas) regulated open carry so strictly that gun owners could bear loaded firearms in a visi-

ble manner only when traveling to and from, and engaging in, hunting.

"The most important factor is whether states have preemption [to override local ordinances]," says Gleason. "If a state doesn't have it, then the libraries in that state can probably regulate guns on their property. If the state has preemption, the next most important factor is whether there is an exception in the law for libraries."

In Illinois, which has preemption over local statutes, the new concealed-carry law specifies public libraries as gun-free zones, along with public buildings, daycare centers, parks, playgrounds, and bars. "We fought hard on that one," says Robert Doyle, executive director of the Illinois Library Association. Public libraries in Illinois must display a gun-free-zone sticker at the entrance that cites state law.

The law makes Illinois the only state to declare public libraries to be

gun-free zones—a distinction previously held by Kansas and relinquished by its legislators in 2013. Kansas passed a law last year that allows licensed gun owners to conceal-carry firearms into any public building that lacks security guards and metal detectors.

The statute prompted the board of the Topeka and Shawnee County Public Library (TSCPL), which bans guns, to ask the state attorney general for a four-year extension of the library's current patron-behavior policy while it seeks an almost \$250,000 millage to install security gates and hire guards. Quentin Martin, the only TSCPL trustee to oppose extending the gun ban, inadvertently expressed the reasoning behind the law in the October 27 *Topeka Capital-Journal* even as he explained his vote: "All active shooter incidents have occurred in gun-free zones."

Whatever local law permits, the key issue is whether a library can forbid patrons from bringing guns onto its premises should it choose to ban firearms. "People may feel better in some states to have guns in their libraries."

—Diana Gleason, University of Idaho

Seattle Public Library, which also had a longstanding gun ban, was forced by a 2012 Washington state court decision to replace it with a policy barring "carrying, exhibiting, displaying, or drawing any firearm in a manner that demonstrates an intent to intimidate another or that

warrants alarm for the safety of other persons [or] possession of any other dangerous weapon." The new policy went into effect in October 2013.

For libraries in states that preempt local ordinances and rules in conflict with state law, Gleason says that their best bet may be to "ride on the coattails" of the Gun-Free School Zones Act of 1990. The federal law prohibits firearms in K–12 buildings, Gleason says, because "schools are a sensitive place where the public and children are present." The same logic should apply to public libraries, she says.

"I would think, as a matter of policy, that it would be important to librarians and to patrons to be in a place where you can pursue your First Amendment right of intellectual freedom in a safe and nonthreatening manner," says Gleason.

—Beverly Goldberg

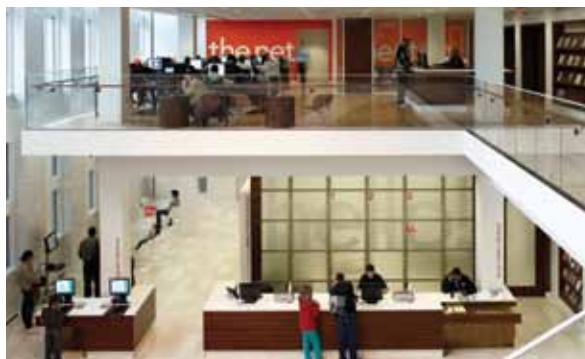
Call for Submissions: 2014 Library Design Showcase

American Libraries is now accepting submissions for the 2014 Library Design Showcase, our annual feature celebrating new and newly renovated or expanded libraries of all types. The showcase will be featured in our September/October 2014 issue.

We are looking for libraries that are shining examples of innovative architecture and that address patrons' needs in unique, interesting, and effective ways. Previous submissions have consisted of everything from outdoor facilities and LEED certifications to expanded high-tech teen areas and restorations of libraries from the turn of the century.

If your library is on the cutting edge, we want our readers to know about it. To be eligible, projects must have been completed between May 1, 2013, and April 30, 2014. The deadline for submissions is May 31, 2014.

To have your library considered, send a completed submission form (available at bit.ly/ILRArv), along with high-resolution digital images, to *American Libraries*, Attn: Library Design Showcase, 50 E. Huron St., Chicago, IL 60611. Submissions



The St. Louis Public Library's Central Library, featured in the 2013 Library Design Showcase.

can also be sent via YouSendIt.com to ALShowcase@ala.org. Unfortunately, not all submissions can be featured. For more information, email ALShowcase@ala.org.

View the 2013 Library Design Showcase at americanlibrariesmagazine.org/article/building-future.

AASL “Rising to the Challenge” Conference Draws Big Crowds

The 16th American Association of School Librarians (AASL) Conference and Exhibition attracted approximately 3,000 librarians, administrators, and exhibitors to Hartford, Connecticut, November 14–17, 2013. The event featured preconference

AASL members who missed the conference can find more than 70 sessions on eCOLLAB.

workshops, school and educational tours, as well as more than 140 sessions, author events, and 160 exhibiting companies.

Highlights included an opening evening storytelling session with

Carol Birch, Bill Harley, and Valerie Tutson; author tweet-ups; book signings in an authors’ alley on the exhibit floor; exhibitor product demonstrations; and keynote speeches by Harvard fellow Tony Wagner and business author Peter Bregman.

Bregman spoke about “creating an environment that makes it easy to do the things you want to do and finding the things you need to stop doing.”

Some of the standing-room-only sessions: the Best Apps for Teaching and Learning 2013; the Vision of Outstanding School Library Programs; Confronting the Data Dragon; and Kick-Starting Library Learning Commons as Innovation Labs.

Authors appeared as panelists for a number of programs, such as four female science authors in Exploring Scientists at Work, and the packed session Boys Reading: A Focus on Fantasy. This self-proclaimed “best panel ever” featured Tony Abbott, William Alexander, Jonathan Auxier, Adam Gidwitz, Jon Scieszka, and Neal Shusterman joking their way through a discussion on how they draw boys into reading. Other authors at the conference were Libba Bray, *Beauty Queens*; Shane W. Evans, *Black Jack*; Faith Erin Hicks, *Zombies Calling*; Jennifer Holm and Matthew Holm, *Babymouse* and *Squish* graphic novels; Jarrett J. Krosoczka, *Punk Farm*; and Raina Telgemeier, *Smile*.

The next AASL conference will be in Columbus, Ohio, in 2015.

—Laurie D. Borman

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GLOBAL REACH



MEXICO ①

Created by the design firm Anagrama, the new children's library and cultural center in Fundidora Park, Monterrey, was designed to encourage children to love reading and learning. Commissioned by the state of Nuevo León's Regional Council for Culture and Art, the library features geometric reading platforms that double as storage for books and as space for children to play. The bookshelves are covered in carpeting so kids can clamber over them and have fun while playing and learning.—*PSFK*, Nov. 1.

WALES ②

Legendary *Star Wars* villain Jabba the Hutt has a new job working as a librarian at the Cardiff Central Library. Toby Philpott, the movie puppeteer who operated alien villain Jabba in *Return of the Jedi*, has given up intergalactic crime to start a new life teaching computer courses at the library. "I can go shopping and no one ever recognizes me as Jabba, which is a good thing," he said.—*South Wales Evening Post*, Oct. 24.

ENGLAND ③

A small London library is collaborating with a counterpart in Paris to offer modern French-language classics that appeal to the capital's huge population from across the Channel. The Church Street Library in Westminster hopes to attract French expatriates after it struck an agreement with the Place des Fêtes library. The two libraries have already exchanged 150 books.—*The Independent*, Nov. 8.

EGYPT ④

The Bibliotheca Alexandrina (BA) has obtained some 400,000 books and 20,000 bound journals that were to be discarded by the 230-year-old Royal Tropical Institute in Amsterdam. In 2012, the institute lost the government subsidy it had been relying on to maintain its library. BA Director Ismail Serageldin heard the news and immediately entered into negotiations to acquire the collection for the cost of packing and shipping.—*De Volkskrant (Amsterdam)*, Oct. 31.

PAKISTAN ⑤

Education officials have banned teenage activist Malala Yousafzai's book *I Am Malala*, cowritten with British journalist Christina Lamb, from private schools and their libraries across the country, claiming the book shows insufficient respect for Islam and calling her a tool of the West. Yousafzai attracted global attention in 2012 when the Taliban shot her in the head in north-west Pakistan for criticizing its interpretation of Islam.—*Los Angeles Times: Jacket Copy*, Nov. 11; *Pakistan Today*, Nov. 11.

CHINA ⑥

Librarians in China and other Asian countries have agreed to strengthen collaboration and promote resource sharing in the digital era. More than 80 chief librarians and representatives from Asian countries and the International Federation of Library Associations and Institutions signed the Declaration of Kunming at the Asian Library Curator Forum, which kicked off November 18 in the capital of Yunnan Province.—*Xinhua*, Nov. 20.

SOUTH KOREA ⑦

The National Sejong Library opened December 12 in Sejong City, a new planned city created to house government ministries and national agencies. The exterior is in the shape of a book with two wings that are slightly lifted up toward the sky. The library has attracted attention as an eco-friendly, low-energy-use facility. In addition to its role in support of government, the Sejong Library also serves the public.—*Dong-A Ilbo (Seoul)*, Nov. 9; *Daelim*, June 28.

NEW ZEALAND ⑧

A graphic novel that depicts the sexual encounters of fairy-tale heroines has made history as the first book pulled from the Auckland Libraries shelves for being too explicit. *Lost Girls*, by English graphic novel writer Alan Moore and his wife, artist Melinda Gebbie, was originally purchased in 2008 for the library's collection at the request of a user. It was removed after questions were raised over its erotic content.—*Auckland City Harbour News*, Oct. 25.

NEWSMAKER: ISHMAEL BEAH

After serving as a child soldier in Sierra Leone's civil war, Ishmael Beah struggled to find hope that he could regain his humanity. His first book, *A Long Way Gone: Memoirs of a Boy Soldier*, chronicles this experience and has led to his work in human rights advocacy, particularly as it relates to children and war. His forthcoming novel, *Radiance of Tomorrow* (Macmillan, 2014), delves into what people experience after war. Beah, who will headline the Arthur Curley Memorial Lecture at the 2014 ALA Midwinter Meeting and Exhibits in Philadelphia, talked with *American Libraries* about the nature of violence and the profound power of books and libraries.



Why did you decide to write a memoir about your childhood experiences in Sierra Leone?

ISHMAEL BEAH: It came out of several frustrations about the lack of knowledge about the use of children in war and also the way my country was only presented as a place of violence. I wanted to put a human face to the experience so that people can become somewhat intimate with the life of a child in war, with a country at war. I wanted young people in particular to understand the nature of violence and what it does to all of us when we are consumed by it or find ourselves in circumstances where it is our only choice. My intention was to show the strength and resilience of the human spirit to outlive suffering of any sort.

What role did education and libraries play in shaping your experiences, then and now? Education, or access to it, changed my life. It enabled me to rediscover my humanity and my

mind, and to find my place and role in the world. My recovery from war was completed because I had the opportunity of education. It even gave me the tools to understand what had happened to me. I remember when I started school in the US and how remarkably happy I was to discover the existence of a library in my school and that I could borrow books for free or sit in there and read anything I wanted. I couldn't believe it! Libraries are powerhouses of knowledge, a place I see as the garden where the mind comes to fuel, revitalize, and cultivate its potential. What place could be better than that in any society or community in the world?

What are you hoping librarians come away with after hearing your lecture or reading your books? I will open the doors and windows to my culture, to Sierra Leone, and hope that they will walk in, peep in, and deepen their understanding of my traditions, my people, of what it means to

be human anywhere in the world. Books have the ability of transporting us to other places to feast with our imagination. I also come from an oral tradition that regards exchange—in this case a lecture—as a journey. Thus, I will bring librarians along on that journey, and we can all come out with some insights and hopefully some seeds planted in our imagination.

Why is access to information important, both in conflict areas and more generally? Information or knowledge is power and in places of conflict, access to that power is crucial. It is literally life or death. There is a reason why schools, libraries, and generally places of knowledge get attacked and destroyed during conflict.

What opportunities do you think librarians provide for the advocacy work that you do? I see the role of librarians as similar to that of the elders in my culture. They carry the knowledge that needs to be passed on to the people, especially the younger generation. There are many places in the world where a child would do anything to get a book or learn how to read one. And sparking the imagination, the mind of anyone in the world, is the most precious gift. Hence, I think librarians can be quite helpful in conflict and post-conflict areas. My advocacy work is really trying to empower young people to utilize their minds and re-believe in their intelligence and capacity to choose better for themselves. Librarians do the same. ■



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Changes and Connections

Meeting new challenges together

by Ingrid Parent

In 2011, I was elected as president of the International Federation of Library Associations and Institutions (IFLA), the global voice of the library and information profession. With my term having ended at the World Information and Library Congress this past August, I wanted to share some thoughts on why libraries remain as relevant as ever in this age of information overload and 140-character sound bites.

My theme as IFLA president was, “Libraries—A Force for Change,” which incorporated four principles—inclusion, transformation, innovation, and convergence—that can serve as useful signposts in these uncertain times.

First, we must remain inclusive, serving all of our users without judgment, prejudice, or bias. By democratizing access to information, libraries can empower individuals to learn freely, improve their lives, and create new knowledge.

Second, we must promote the idea that libraries have the potential to transform lives, and therefore, society. It often starts with one person, one book, and one helping hand in a library or a drop-in center. And it extends through our ability to encourage dialogue by being

community-centered hubs and interactive learning centers, as well as by supporting research and study.

Third, libraries must harness the power and potential of today’s technologies to deliver innovative services. IFLA’s new Trend Report (trends.ifla.org), a broad-based document unveiled at the 2013 World Congress, highlights five key trends that dominate today’s information environment. While these focus on different areas, ranging from privacy issues to digital literacy, they are all connected by the same driver: technology.

In this environment, we must assess and adapt to evolving trends, such as massive open online courses (MOOCs), which are already affecting education around the world.

We need to keep providing access to information, irrespective of its format or method of delivery. We need to provide innovative spaces for people to meet, collaborate, and access new technologies. And we need to do all of this while engaging our patrons, wherever they may be: on social media, in their homes, or at the library.

Lastly, libraries must remain proactive and innovative regarding resources and initiatives, especially in an age of uncertainty and limited resources. Through collaboration and convergence, we can reach

across disciplines to unite libraries, museums, archives, and other organizations in the field of documentary heritage. Together, we are stronger.

So yes, technology is key. But no amount of dazzling technology can replace what libraries have always done: connect people with information, with one another, and with their communities. Take digitization. One of the reasons we digitize items is to improve access to material for our communities. But digitization requires more than technology experts, as key as they are, to digitize and format content. It also requires collaboration with a variety of stakeholders on a number of fronts: the community, to help us identify what is in demand; other institutions, to avoid duplication of efforts and to pool resources; and other digitization initiatives, to contribute our content to broader collections.

As the former president of an international organization, I have been fortunate to witness how libraries have responded to a myriad of challenges. As we transform, what must endure are our underlying values: equitable access to information, respect for diversity, the sharing of expertise and resources, and a commitment to literacy and lifelong learning. ■



Libraries must remain proactive and innovative regarding resources and initiatives, especially in an age of uncertainty and limited resources.

INGRID PARENT is university librarian at the University of British Columbia in Vancouver, Canada; she also served as president of the International Federation of Library Associations and Institutions from August 2011 to August 2013.

What They Said

"I went [to the county courthouse] as a young child with my mother, because the Midland County (Tex.) Public Library was in the basement."

LAURA BUSH, former US First Lady and credentialed school librarian, on her earliest memory of a place that felt special, "Creating a Legacy of History Preservation," *Preservation*, Fall 2013.

"Whether you want to get lost in gritty detective fiction, explore the galaxy, learn to bake bread, or research your ancestry, our local library provides the tools. Whatever piques your interest, they have something to expand your horizons. Given that almost everything they offer is free or nearly so, greater bargains cannot be found."

Editorial on the value of libraries and library cards to local patrons, "Card Carrying Cornerstones," *Pine Bluff (Ark.) Commercial*, Sept. 8.

"Libraries love everything equally, and their love is rather longer-lasting than a bookstore's. They taught me that a good book can be shelved anywhere."

Author MAGGIE STIEFVATER on her experiences as a child visiting bookstores and libraries, "A Blog Post from Maggie Stiefvater: I Was a Library Ghost," *TATALOnline: Teens at the Arlington (Va.) Library*, Oct. 23.

"The strongest message librarians can make is to provide excellent service in meeting their communities' needs. As always, we encourage libraries to inform their residents and community leaders about library service and its value to their communities."

WAYNE ONKST, director of the Kentucky Department of Libraries and Archives, on how Kentucky libraries should talk to the

public about themselves while taxpayer lawsuits against them are in place in Campbell and Kenton County, "Kentucky Libraries Under Threat—An Interview with Wayne Onkst," *EveryLibrary* blog, Oct. 23.

"Often, the library is the only place in a small community that people can go to access technology, to fill out job applications, to continue their learning."

TENA HANSON of the Association for Rural and Small Libraries on the importance of rural libraries to smaller communities, "Turning a Page Inside a Rural One-Room Library," *NPR: Morning Edition*, Oct. 21.

"A lot of libraries focus on preschool, but we decided to look for ways to infuse fun and activities for school-age kids, too. There is no reason why coming to the library has to be just for homework."

MARIE PYKO, public services director, Topeka and Shawnee County (Kans.) Public Library, on the updated Kids Library that aims to expose children to various environments, from the prehistoric to underwater, "Revamped Kids Library Offers Adventure for All," *Topeka Capital-Journal*, Oct. 7.

"At this age, the books [teens] read really mean something to them. This is our last chance to make readers."

MAYA ESCOBAR, teen services librarian at Cambridge (Mass.) Public Library, on her mission to help teens read material that interests and impacts them in the hope they will continue to read, "New Breed of Teen-Services Librarians Emerges," *Boston Globe*, Oct. 11.

"Information has value, and the right information has enormous value. For all of human history, we have lived in a time of information scarcity.... In the last few years, we've moved from an information-scarce economy to one

"If it had ever been simply about housing books, the great libraries of the world would have been warehouses, not beautiful icons of learning and research."

MARTHA WHITEHEAD, head librarian, Queen's University, on the James B. Hunt Jr. Library at North Carolina State University, which houses a gaming lab, a creativity studio with a floor-to-ceiling projection screen, and 3D printers, but not many books, "The University Library of the Future," *Toronto Globe and Mail*, Oct. 22.

driven by an information glut.... The challenge becomes not finding that scarce plant growing in the desert, but finding a specific plant growing in a jungle. We are going to need help navigating that information to find the thing we actually need."

Author NEIL GAIMAN on the importance of libraries and reading, especially in an age of information overload, "Why Our Future Depends on Libraries, Reading, and Daydreaming," *The Guardian* (UK), Oct. 15.

"Considering the way Oregonians live, work, and play, it's a good thing. I think the people of Oregon really wanted to share their libraries."

JANE TUCKER, director, Astoria (Oreg.) Public Library, on the Oregon Library Passport Program allowing library cardholders to borrow from participating public libraries without paying a fee, "Oregon Library Passport Program Lets Traveling Bookworms Rent Books on the Road," *The Oregonian*, Oct. 22. ■

A Cautionary Tale

What a dystopian film can teach us about information, power, and control

by Joseph Janes

In an alternative universe, I'm a film historian. I got hooked in college, where multiple film society screenings were shown almost nightly for a couple of bucks apiece. Heaven. And among all my genres of interest (terrible 1950s science fiction, cult stuff, noir, silents, splashy MGM musicals, and on and on), there's a much less-recognized category that resonates professionally: the "information movie."

We all know—I hope!—Katharine Hepburn in *Desk Set*, the reference librarian to Spencer Tracy's efficiency expert who, for a while, beats the computer he brings in at its own game. She's a role model to us all; it takes style to wear a silver lamé dress and red cape to an office Christmas party while slugging champagne with Joan Blondell like it was water. This remains, to date, the only romantic comedy about library automation.

Besides the occasional library-centric movies, there are others where some form of information plays a central role: think *National Treasure* (they sell the DVD at the National Archives), *Schindler's List*, *A Letter to Three Wives*, *Mr. Smith Goes to Washington*, the secret of *Citizen Kane*, the haunted videotape in *The Ring*, and *Independence Day*, where

we learned that the invading aliens were Mac OS compliant.

Those are all obvious, so let me offer, for your consideration, one less so: *Rollerball*. If you know the original 1975 film, you probably have hazy memories of James Caan in studded motorcycle gloves, though there's also a healthy dose of 1970s dystopian social commentary



The 1975 movie *Rollerball* presents an unflattering picture of corporate

oligarchy in its most gladiatorial and craven form.

here. (Don't miss the drunken party guests burning down a forest with flamethrowers for kicks.) The film is a future vision of 2018, all stainless steel and molded plastic and corporations ruling the world and John Houseman as the ruthless executive trying to force his star rollerball player into retirement before he becomes too famous and thus dangerous—the game was created to demonstrate the futility of individual effort, after all.

James Caan wants to know how it all happened, so he goes ... to the library. There, in a perky if unhelpful way, he's told those books are classified, and have been transcribed and summarized, "but we have all the edited versions here." So then off he must go to the main computer center in Geneva, where he encounters Ralph Richardson's dotty librarian who is all a-dither because Zero, the main global computer, has

misplaced the 13th century: "Not much in the century. Just Dante and a few corrupt popes." Zero, resembling nothing so much as a water filtration system, gurgles away, refusing to answer any questions.

Rollerball unsettles, as an unflattering picture of corporate oligarchy in its most gladiatorial and craven form, as well as a cautionary tale about information, power, and control. It's hard not to think, especially as we approach its putative 2018 date, about contemporary parallels. Corporations wielding clout like a cudgel. Information used to consolidate power and maintain surveillance. A giant, all-knowing computer system with a one-word name whose inner workings nobody quite knows.

Once you make the connection, it's hard not to think about all the different ways in which the things we say, type, ask, and share are being scooped up, sifted, analyzed, compared, and most sinisterly, stored away for who knows what future purpose. I don't like the idea that the NSA was reading my email; I really don't like the kind of control and power we have cheerfully given one-name web companies and hope that some smart young librarians, perhaps the heroes of the next great information movie, are thinking of ways to fight back.... But that's another story. ■

JOSEPH JANES is associate professor and chair of the Information School at the University of Washington.

Web-Scale Discovery Services

Finding the right balance

by Marshall Breeding

Web-scale discovery services—tools that search seamlessly across a wide range of local and remote content and provide relevance-ranked results—have the ambitious goal of providing a single point of entry into a library’s collections. The four major vendors are OCLC, EBSCO, ProQuest, and Ex Libris. Ideally all possible online content providers are indexed, as well as the library’s local holdings. After four years of development, these products have come close to this ideal, but gaps persist.

Discovery services face complex challenges. For example, to accommodate the concerns of proprietary-content providers, discovery services must differentiate publicly available search results from content offered only to authenticated users. In addition, access to resources must be aligned with each library’s subscription and database selections. Discovery services only allow access to resources that a library is authorized to use through paid subscriptions, open access licenses, or the public domain. Often a library is a subscriber to both the discovery service and the content resource, allowing the best results.

Database publishers tend to make their materials available to discov-

ery service providers to improve access and increase usage statistics, thus encouraging library renewals. In many cases, the full text of e-journal articles and other content is indexed along with the basic metadata required to retrieve citations.

Abstracting and indexing (A&I) services, such as those provided by Thompson Reuters/ISI, PubMed, and PsychInfo, are one area of controversy. These products are based on proprietary information—structured discipline-specific vocabularies, abstracts, and other elements that

provide great value to the discovery process. In the form of standalone databases, A&I services offer precise search tools that aid researchers in finding scholarly articles. But A&I providers frequently express concerns that web-scale discovery services will weaken interest in their products.

The current business environment surrounding web-scale discovery reflects these complications. Of the major vendors, two (EBSCO and ProQuest) also publish major aggregations of content based on proprietary subject indexes. Because of a variety of business concerns, these two companies do not yet fully cooperate with competing discovery service providers. EBSCO, for example, does not provide metadata associated with its popular EBSCOhost databases to other dis-

covery services for inclusion in their indexes, though it does offer access to the EBSCO Discovery Service API for libraries with mutual subscriptions. This type of noncooperation has been a point of frustration.

It is also very difficult to quantify the relative coverage of these discovery services. One major consideration in selecting a service involves determining how comprehensively each product covers the library’s collection. This process involves a careful analysis of library holdings versus the stated coverage lists provided by each service.

A related concern involves how discovery services rank search results. A fully objective relevance ranking would order results without bias toward any given content provider. If the discovery service company is also a major content provider, libraries need reassurance that search results are not skewed.

Discovery services can play a vital role in a library’s strategic infrastructure. But it’s not a one-size-fits-all arena. The needs of public and academic libraries, for example, differ enormously. Libraries can select from a variety of options, but they must be well-equipped with data and perspective as they place their bets in this critical area. ■



It is very difficult to quantify the relative coverage of these discovery services.

MARSHALL BREEDING is an independent consultant, speaker, and author. This article is adapted from his January 2014 Library Technology Report, “Library Resource Discovery Products: Context, Library Perspectives, and Vendor Positions.”

Just a Game?

Library gamification encourages engagement and learning

by Meredith Farkas

Everyone grows up playing games. Whether it's hide-and-seek, checkers, or *Angry Birds*, gaming pervades our culture and is an indelible part of our childhoods. Online gaming has become an activity that transcends gender, culture, and age. Even non-gaming online platforms contain gaming elements, such as the rewarding of check-ins at locations on Foursquare, the location-based mobile social networking site.

Nonetheless, people still tend to see games more as diversions than as learning tools. However, learning experiences based on principles of game design are becoming increasingly common. Research has shown that elements of game play, such as fantasy, competition, quests, and visible achievements, can motivate people and make learning more immersive. Organizations both within and outside of education have begun to use gamification to meet learning and engagement goals.

Often, game-based learning simply requires rethinking how you deliver instructional content. Years ago, my library transformed our unimaginative orientation tour into a fun and competitive scavenger hunt, where users were challenged to find the things we previously showed them. We were surprised how much more engaged our students were because of this small change, demonstrating that even when the stakes are low, gamification can make a significant difference. Capitalizing

on 1980s and 1990s nostalgia, Lafayette (Pa.) College Library took game-based orientation to the next level with its “Where in the Library Is Carmen Sandiego?” game, in which students found QR-coded clues around the library using their mobile devices.

As part of its Centennial Celebration in 2011, New York Public Library offered a game called “Find the Future” (bit.ly/e5jOg4), an online mobile game for 500 people that incorporated an all-night library scavenger hunt. The gaming experiences were designed to empower young adults through engagement with the library’s special collections. Public libraries struggle to attract community members in their 20s, and, as the turnout for the NYPL project suggests, game-based engagement may be a great way to show this demographic what the library has to offer.

Another component of game-based design is providing visible and incremental acknowledgment of achievements. Videgamers often earn new tools or rewards for completing levels, which motivates them to persist. Research requires similar persistence, so finding ways to acknowledge or reward a researcher’s incremental progress could provide needed motivation.

Virtual badges, awarded for completing tasks or demonstrating mas-

tery, make one’s learning visible. A pilot at the University of Central Florida in Orlando awards badges for completing information literacy learning modules (infolit.ucf.edu/faculty/badges). Ideally, students

would be able to continue displaying such badges online throughout their education and beyond. ALA’s Young Adult Library Services Association is developing badges for librarians who complete learning modules associated with its Competencies for Librarians Serving Youth.

In *Lemontree* and *Orangetree*, for academic and public libraries, respectively, users unlock rewards for checking out books, using databases, visiting the physical library, and engaging in other library activities. The games, from British vendor Librarygame, offer a leaderboard that displays the top library users, and individual players can share their achievements on Facebook. This tech-savvy new application is not so different from summer reading program prizes.

Gamification shows promise as much more than a spoonful of sugar. Libraries are joining many others in embracing its potential to increase engagement and learning. ■



Game-based learning requires rethinking how you deliver instructional content.

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

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2013 YEAR IN REVIEW



Ebooks and Publishers

The breadth of ebook titles grew with Hachette opening its ebook catalog to libraries and the other Big 5 expanding the availability of pilot programs and back- and frontlists to libraries. However, more work needs to be done regarding multiple licensing and ownership options, full access to new e-titles in libraries, and setting library pricing closer to consumer levels.

Declaration for the Right to Libraries

ALA President Barbara K. Stripling launched the Declaration for the Right to Libraries at ALA Annual in Chicago, with signings at libraries and online following.

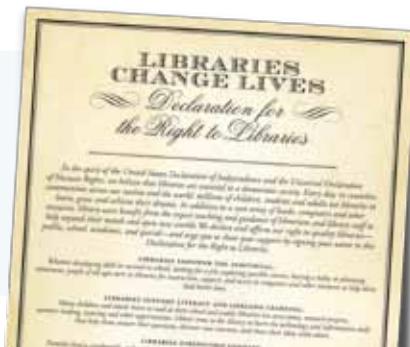
Affordable Care Act

President Barack Obama asked librarians to assist the public in signing up for insurance under the Affordable Care Act. Thousands of US libraries provided info and access to about 7 million Americans, despite HealthCare.gov glitches.



Kentucky Libraries Under Fire

Tea Party members filed lawsuits challenging how Kentucky libraries raise millage rates. Courts ruled that two libraries did not follow state law when they raised tax rates without voter approval. Lawsuits against three other libraries are pending. These decisions could force the rollback of tax rates back to those in place when the libraries were founded, resulting in staff and service cuts.





Library Vending Machine

The nation's first 24-hour library vending machine opened in Norman, Oklahoma. It is one of two that the Pioneer Library System will install in areas without nearby branch libraries.

Privacy and Technology

In June, Edward Snowden leaked reports of the National Security Agency's mass surveillance activities. This included collecting the telephone records, emails, and other internet activity of millions of US citizens from companies like AT&T, Facebook, Google, Verizon, and Yahoo.



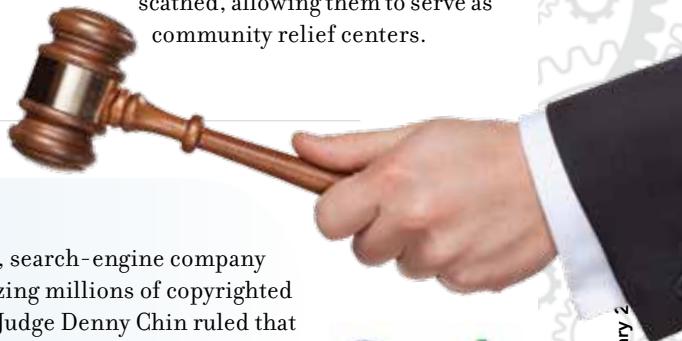
School Libraries

The funding struggle continued. Advocates in Ogden, Utah; Philadelphia; and Harrisburg, Pennsylvania, got some librarian cuts rescinded. New York City schools sought a variance from the state mandate requiring a credentialed librarian in every middle and high school. Louisiana weighed dropping its state mandate altogether but backed down. A stalled federal education bill ties some school libraries' grant eligibility to having a credentialed librarian on staff.



Colorado Floods Spare Libraries

Colorado floods that damaged or destroyed more than 19,000 homes in September miraculously spared libraries in the state. Boulder libraries suffered slight water damage, but most escaped unscathed, allowing them to serve as community relief centers.



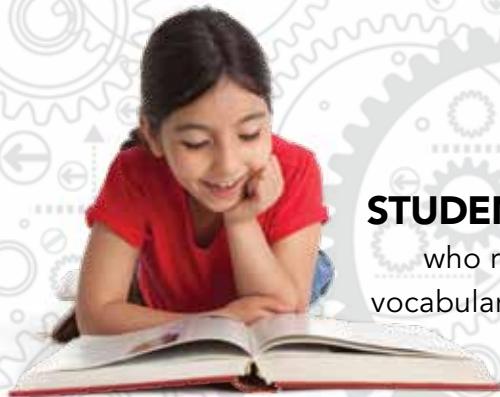
A Big Win for Fair Use

After an eight-year court battle with the Authors Guild, search-engine company Google won the right on November 14 to continue digitizing millions of copyrighted materials for its Google Books project. US Circuit Court Judge Denny Chin ruled that Google Books is a transformative research tool that "provides significant public benefits" and is legal under the fair use exception to US copyright law. (See page 10.)



1 in 5 PROFESSORS AGREES

that online courses (MOOCs) can achieve learning outcomes equivalent to those of in-person courses. (SOURCE: 2013 Inside Higher Ed Survey of Faculty Attitudes on Technology)



STUDENTS AGES 10-16

who read books for pleasure have a stronger vocabulary and perform better in math and spelling.

(SOURCE: Institute of Education, University of London)

New York Central Library

Two lawsuits were filed against New York Public Library to prevent renovations of the historic Stephen A. Schwartzmann building in Manhattan. Plans to dismantle the 102-year-old stacks, whose seven stories hold millions of volumes from the library's research collection, are currently on hold.



Paperless Libraries

The first bookless public library opened in Bexar County, Texas, in September. The library, known as BiblioTech, has more than 10,000 titles for digital download and 600 e-readers available for checkout, in addition to computer stations, digital literacy classes, and a coffee shop.



WIPO Treaty

On June 27, a diplomatic conference of the World Intellectual Property Organization in Marrakesh, Morocco, adopted a treaty (hailed by singer Stevie Wonder, left, in Marrakesh) to allow a copyright exception on works for visually impaired readers so they can be sold and distributed outside their countries of origin.

The New Look of Teen Services



As Chicago's YOUmedia facility became a model for other urban libraries, proactive programs that specifically target teens proliferated, with media recording rooms, performance spaces, teen-oriented art and culture programming, digital skills classes, and makerspaces on the rise. YA librarians evolved too, offering blogs, Tumblrs, Twitter accounts, and Facebook pages promoting their teen collections.

E-Rate Review

The FCC initiated a massive review of its e-rate program, which provides affordable telecom and internet services to libraries and schools, for the first time since it began in 1997. ALA filed comments in September, urging the agency to accelerate its support for high-speed broadband and to streamline the process.



Government Shutdown

On October 1, after the US Congress failed to pass a bill to fund the government, all its "nonessential" offices and services shut down for 16 days, including the Library of Congress, National Archives, all presidential libraries, and federal museums.



George Washington Library

The Fred W. Smith National Library for the Study of George Washington opened on September 27 at Mount Vernon.



DPLA

Since launching in April, the Digital Public Library of America has aggregated more than 5 million items from more than 1,000 collections and archives from

a network of digital libraries throughout the US.

121 THE NUMBER OF AUTHORS AND ILLUSTRATORS

who signed a letter urging President Obama to curb policies that promote excessive standardized testing in schools.



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By Peggy Barber

Contagious

marketing

How libraries can get more word-of-mouth buzz

We live in a world of communication clutter. From the internet to endless TV commercials, newspapers, magazines, signage, the inside and outside of buses—ads are everywhere. But consider: What makes you decide to try a new restaurant, read a certain book, or see a particular movie? Is it because you saw an ad, or because a trusted friend, neighbor, or family member recommended it?



The most powerful marketing and communication strategy is word-of-mouth marketing (WOMM). But it's a big step to go from having just a few people talking about your library to having your message go viral, when everyone is talking about it.

Jonah Berger, associate professor of marketing at the University of Pennsylvania's Wharton School of Business, thinks he knows how to make that happen. In his book *Contagious: Why Things Catch On* (Simon & Schuster, 2013), Berger writes: "Contagious products and ideas are like forest fires. They can't happen without hundreds, if not thousands, of regular Joes and Janes passing the product or message along. So why did thousands of people transmit these products and ideas?" He says six basic principles (STEPPS) make things, from YouTube videos to policy initiatives, contagious:

- **Social currency:** People care about how they look to others. Find the inner remarkability and make people feel like insiders.

- **Triggers:** Top-of-mind means tip-of-tongue. Trigger people to think about your idea frequently.

- **Emotion:** When we care, we share. Focus on feelings rather than function.

- **Public:** Built to show, built to grow. Design initiatives that advertise themselves.

- **Practical value:** News you can use. Package knowledge so that others can easily pass it on.

- **Stories:** Information travels under what seems like idle chatter. Find a story that people want to tell that carries your idea along for the ride.

Most of these STEPPS should be easy for libraries, but librarians must make them happen. Take these principles and ask yourself the following questions (and add some of your own):

1. **Social currency:** How can libraries make people feel they have access to cool things before others do?

2. **Triggers:** What will prompt people to think of libraries?

3. **Emotion:** How can you deepen people's emotional connection to library services?

4. **Public visibility:** How can people recognize that others are library users or supporters?

5. **Practical value:** What useful information do libraries provide? How can that be packaged so that people absolutely must tell their friends?

6. **Stories:** How can you inspire people to share their library stories?

Marketing is all about how libraries can get organized, focused, and consistent in developing, communicating, and delivering their programs and services. Marketing is about:

- **Listening.** It's not merely telling or selling; it's two-way communication.

- **Them, not us.** It's about the library's community. Libraries build their services and collections based on what users want and need.

- **People, not stuff.** It's more than a list of items in your catalog. It's how people benefit from your services.

Advocacy, advertising, public relations, partnerships, and word of mouth are a few essential marketing tools and strategies. But at the core of them all is the concept of two-way communication—listening as well as telling and selling.

Building a MARKETING COMMUNICATION plan

Use this outline as a map for developing your plan. Start with a one-year plan.

1. **Introduction.** Briefly explain why you are proposing this plan. Identify strengths, weaknesses, opportunities, and threats (SWOT). Include relevant research and observations.

2. **Communication goals.** The dream, the Big Picture. Don't list more than three.

3. **Objectives.** List no more than five achievable, measurable outcomes.

4. **Positioning statement.** What do you want people to think and feel about the library? What is your mission? What do you offer that the competition doesn't? Example: "The library is the best first stop for expert help in connecting children and youth to learning and discovery."

5. **Key message.** In 10 words or less, what is the most important thing you want people to know or do? Example: "Your library is the very best place to start."

6. **Key audiences.** Identify your audiences, both external and internal. Be specific.

7. **Strategies, tactics, and tools.** How will you listen and deliver the message? Core strategies include media publicity, displays, programming, special events, web pages, social media, email, direct mail, partnerships, outreach, and word of mouth. Develop an action plan and budget.

8. **Evaluation measures.** How will you know what worked and what did not? Refer to your objectives.

Marketing is a team sport. It starts at the top with the library director who must lead, or at least launch, a planning team that includes a handful of staff members at various levels, and perhaps also trustees and Friends. When this team works together on its marketing and communication plan, its members will own it, become its passionate spokespeople, and help build an even wider team. A suggested outline appears in the sidebar on page 33. It's tried, tested, easy to follow, and most importantly, it works.

Remember Berger's STEPPS principles. The most powerful device in your toolkit is word-of-mouth marketing. Why is that so effective?

There is no more powerful communication technique than one person talking with and listening to another, whether it's on social media (good) or live and in person (best). WOMM tops the chart. Not only

can libraries afford it, but they can also do it better than big commercial brands. What they can't do is wait for it to happen automatically. It is a tool. They have to use it.

Here are the elements you need to put WOMM to work: a good product, great customer service, a plan, a clear and consistent message, a prepared and committed sales force, and people willing to testify. None of these requirements should be difficult for libraries.

Many libraries are already using WOMM. As early as 2007, two library systems in Illinois received a federal Library Services and Technology Act (LSTA) grant for training, planning, and implementing a WOMM approach. With the help of Library Communication Strategies (LCS), my consulting business in Chicago, 35 libraries participated and produced successful, measurable results. Their success was the inspiration for *Building a Buzz, Libraries and Word-of-Mouth Marketing* (ALA Editions, 2010), which Linda Wallace and I coauthored. *Building a Buzz* shares the experience of real WOMM projects in public, academic, and school libraries. Time and again, libraries discovered that staff education and involvement turned out to be the key components in completing successful projects.

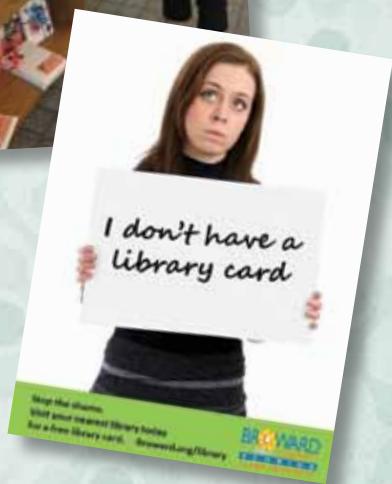
Recently the Southeast Florida Library Information Network (SEFLIN) contacted LCS to play a role in its 2012–2013 WOMM project, "Building Capacity: Teaching Libraries about Marketing and Grant Development," funded by an LSTA grant. The project was developed in response to needs that were identified in SEFLIN's strategic planning activity. Similar to the Illinois plan of action, LCS started with a WOMM training workshop, followed by development and implementation of a plan by each participating library. LCS reviewed and commented on its plans, kept in touch via a discussion list, and concluded the project and shared results at a "Word-of-Mouth Marketing Power Celebration" workshop in May 2013.

"Our people were empowered to do something and make changes," SEFLIN Director Jeannette Smithee says. "Too often you go to a training program and nothing happens. This was a training model with action. It made them use the information. They now have the WOMM template in place, with steps and tools, and have the benefit of lessons learned. They understand the importance of turning loyal customers into active champions." The SEFLIN team has produced a detailed report on the project.

Here's one good example. Broward County Library (BCL) focused its WOMM plan on promoting 24/7 online re-

Staff education and involvement are the **KEY COMPONENTS** in completing successful projects.

Florida Atlantic University's "Blind Date with a Book" project (top) and Broward County (Fla.) Library's "People Shaming" Facebook promotion (bottom).



sources for customers. In 2011, these services were branded as BCL WoW (Without Walls). In his plan, E-Services Manager Stephen Grubb made the team's WOMM goals clear: "Staff members on the front line can play a vital role in communicating online services to our customers. In addition, customers can champion the library's cause by marketing these services to their friends and family." Library staff members receive a monthly email that announces the WoW of the month they are encouraged to promote. Each branch is given a supply of attractive palm cards for the service, with simple instructions to make it easy for the customer to give it a try. Messages about the featured service are also posted on Facebook and Twitter.

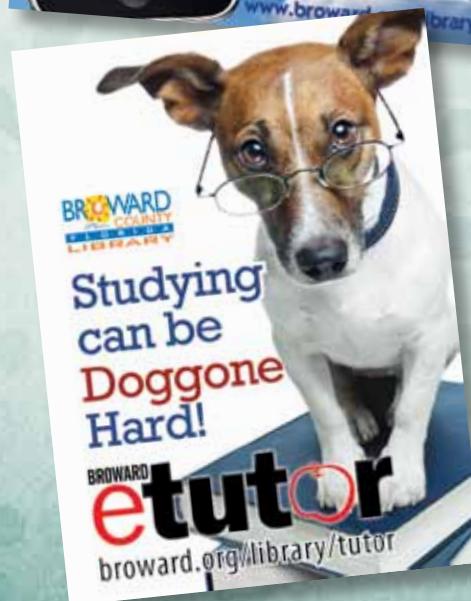
In his project summary, Grubb provided statistics on the use of six online tools. Since the plan was put into action in 2012, BCL has noticed an increase in the use of its online service offerings. For example, Freegal music downloads increased 400%, and online tutoring sessions via Brainfuse and Zinio magazine downloads more than doubled. The plan runs through 2014, the 40th anniversary of the library, when 40 different library services will be showcased (one each week) at the top of the library's home page, in social media, and in its *eConnections* weekly newsletter. The Weekly WoW service received an award from the National Association of County Information Officers for the design of its web banner.

BCL is actively seeking "library superfans" and has begun sharing several of its powerful stories in the library's print newsletter, *Connections*, and on Facebook. In addition, the library system is creating a buzz with its humorous "People Shaming" series of photos (see the example on page 34). When asked if WOMM has been useful, Grubb says, "Many staff members were already spreading the word" but this campaign has made it easier for them to do so by simply giving them the tools to market services to customers, family, and friends. "The results have been tremendous," he says.

So how can you use word-of-mouth marketing to make your libraries contagious and essential? You command a vast array of users who can be mobilized to send the message that libraries are mainstream, not marginal. You can put WOMM to work by developing a plan, building a team, empowering staff, Friends, trustees, volunteers, and users to tell their friends—and bring their friends. It's only a few STEPPS away. ■



PEGGY BARBER is principal consultant for Library Communication Strategies, Inc., in Chicago. She is the former associate executive director for communication at the American Library Association, where she managed and implemented marketing and communication programs.



Broward County Library's promotional materials for its online resources, BCL WoW (Without Walls).

By Larra Clark and Mary Hirsh

How to Get **THE** **EDGE** on Technology Access

A benchmarking initiative for public libraries launches across the US

Two years ago, New Braunfels (Tex.) Public Library Director Gretchen Pruett faced a challenge many of her colleagues can identify with. “We were getting pushback from the city’s information technology department. They were saying we should be able to make do with the amount of bandwidth we had, and I really had no evidence to show why we needed more. That was the attitude before Edge.”



Related Research PROJECTS

Pruett is speaking of her library's experience with the Edge Initiative, a management and leadership tool library staff can use to evaluate and strengthen public access technology services to achieve community goals. The Edge Initiative, often referred to simply as the Edge, will begin a nationwide rollout in January. Pruet's library was one of the first early adopters.

The Edge Initiative has been three years in the making, and was developed by a national coalition of library and local government organizations, funded by the Bill & Melinda Gates Foundation, and facilitated by the Urban Libraries Council (ULC). ALA's Office for Information Technology Policy and Public Library Association (PLA) are among the coalition members.

The coalition's vision is that all people should have opportunities to enrich and improve their lives through open access to exceptional information, communication, and technology services available in public libraries. As public libraries struggle to fund both traditional and new digital services, and advances in information technology seem to speed up exponentially, Edge tools can help improve—or even transform—libraries' public access technology services.

"After we looked at the bandwidth benchmark, we were able to make the argument that this is the standard amount of bandwidth that we should be offering our patrons," Pruet says. "Because of Edge, I was able to double the bandwidth from 10 Mbps to 20 Mbps—we had a national benchmark to measure up to."

"Too often, libraries are asked to 'make do,'" says Carolyn Anthony, PLA president and director of Skokie (Ill.) Public Library, which participated in the soft launch of the initiative in summer 2012. "But our communities demand and deserve better. Edge provides a suite of tools for librarians that supports continuous improvement and demonstrates the value of public access technology. It's a powerful combination of resources."

Seeing the big picture through benchmarks

Edge is built on a foundation of 11 benchmarks against which libraries can measure their own public access technology services. The benchmarks are categorized into three key areas:

- **Community value:** Specific programs, services, and support that enable people to get value from their use of technology;

Two members of the Edge coalition, the University of Maryland Information Policy and Access Center (iPAC) and the University of Washington iSchool, are leading two related research efforts that interface with and support the Edge Initiative.

The Digital Inclusion Survey is conducted by UMD iPAC and ALA's Office for Research and Statistics and funded by the Institute of Museum and Library Services. The survey explores the roles public libraries play in providing public access technology infrastructure resources and capacity; digital content, services, and accessibility; digital literacy; and domain-specific services and programs (e.g., civic engagement and education). Participating libraries will be able to interactively view their library in context with community-level data, such as unemployment rates, income, and education levels. The survey also provides a way for libraries to inventory many of the public access technology services and resources included in the Edge benchmarks.

UW's Impact Survey, funded by the Bill & Melinda Gates Foundation, is an online survey tool that allows public librarians to survey their patrons about technology services, eliminating the time and effort to create a survey and analyze responses in-house. Libraries link to a survey designed and hosted by the iSchool and make it available to patrons through the library website and computers. After the survey period is complete, libraries will receive the survey responses from their patrons already analyzed into a variety of formats and reports, as well as the raw data. Gathering this patron-level data about their technology use directly supports Benchmark 4 in the Edge assessment.

Viewed together, the two surveys and Edge create a valuable story for library advocates. "The richer the data, the stronger the case we can make to our local stakeholders and public governing bodies as we seek to keep library resources in step with advances in technology," says Urban Libraries Council Director Susan Benton.



“After we looked at the bandwidth benchmark, we could make the argument that this is the standard amount we should be offering our patrons.” —Gretchen Pruett

■ **Engagement of community members and decision makers:** External practices that connect the library to the community;

■ **Organizational management:** Internal policies and practices, as well as the technology infrastructure to support public access technology.

Using this three-legged stool, the benchmarks evaluate technology services from the outside in as well as the inside out. The benchmarks encompass activities, programs, and services that include digital literacy; online content creation and delivery; strategic partnerships; staff training; and technology management. Each benchmark includes one or more specific indicators that represent varying levels of achievement.

The Edge framework is a voluntary rating system designed as a self-assessment tool. After adequate responses are gathered within nine months, libraries also will be able to compare their scores with others of similar characteristics that have participated in the initiative.

Two major inputs informed benchmark development: library best practices and research conducted by the University of Washington and the University of Maryland (see sidebar, page 37). Community priorities reflected in the benchmarks, such as education and e-government, were among the top uses of library technology documented in the 2010 US Impact Public Library Study.

Peer-tested measurement tools

The development of measurement frameworks is typically iterative, and it has been critical for Edge developers to receive feedback from around the country. Librarians and local government leaders have helped shape the benchmarks through an online survey, interviews, beta testing, focus groups, and public meetings at professional conferences.

“On the ground” feedback has been gathered from eight pilot libraries and a soft launch of V1.0 benchmarks with more than 160 libraries in seven states in late summer 2012. Among the key questions for the coalition were: Are the benchmarks relevant and attainable as well as aspirational for libraries of varying sizes? Do they provide a road map for assessment, improvement, and advocacy? And how easy (or difficult) are they to use?

Libraries serving communities from 800 to 1.3 million people responded that, yes, the benchmarks were meaningful regardless of community, staff, or budget size. Potential users helped identify desirable attributes, as

well as possible challenges and barriers to adopting them. From this feedback, the coalition refined indicators to better reflect actual practice, adjusted scoring accordingly, and streamlined the framework.

Throughout this process, the coalition learned more about where transformation happened. Most strikingly, the Edge program helped create a shared understanding of technology strengths and gaps among library staff (see sidebar, page 39) and community stakeholders. The assessment is only the beginning of a series of conversations connecting local needs with library technology resources and services to build stronger communities.

“Be it helping residents continue their educations, find jobs, access e-government services, or connect with family and friends, libraries play an essential role in helping local government meet their greatest challenges by connecting their services to critical community priorities,” says Robert J. O’Neill Jr., executive director of the International City/County Management Association.

“From the city manager’s seat, we constantly speak with our elected officials about assessing, improving, and demonstrating value, and Edge speaks directly to that,” says Alexandria (Va.) City Manager Rashad Young.

Putting Edge to work

The Edge toolkit is available to all libraries that complete the assessment to support incorporating results into overall library planning and advocacy.

The toolkit includes:

- A workbook to help engage staff in gathering data to complete the assessment;
- The online assessment to collect and report library data on the benchmarks;
- Action planning resources and tools to help achieve benchmarks;
- Communications and presentation tools to help explain results and outcomes to local government and community leaders;
- Training to help meet planning, management, and outreach goals tied to the library’s evaluation.

The workbook is available to review prior to starting the online process. Completing the workbook first expedites the process and ensures more accurate results through the subsequent phases.

The online Edge assessment takes library staffers through the benchmarks and the various indicators to inventory and evaluate current services. Upon completion,

libraries receive a results report. The report can be downloaded, saved, and shared with relevant stakeholders. Results also point to resources and tools that libraries can use in identifying improvement opportunities. Libraries can then select priorities from their results to build an action plan anchored in the community's strategic goals.

The assessment "exposed areas that, even though we scored well, we knew we wanted to do better," says Sacramento (Calif.) Public Library Deputy Director Denise Davis. "Sending staff the survey allows them to think differently about what their community needs to change the programming. And, if they're doing a good job, this pats people on the back."

Sharing results and plans is an essential part of the Edge package. Presentation slides and handouts are available to show the library's community outcomes to high-level stakeholders. Miami (Okla.) Public Library Director Marcia Johnson shared her library's results with the entire staff and had them develop ideas in small groups to incorporate into the library's tech plan, city departmental goals, and long-range plan. She also presented the results to the library board, Friends group, city council, and a community focus group.

Finally, PLA has designed a comprehensive training curriculum. This training is not specifically meant to help improve benchmark scores. It is designed to learn how to use benchmark results to support planning and transformation in four areas: community assessment and planning, technology management, advocacy, and library leadership. Participants may take all the courses or pick the ones that align best with the strategic priorities identified during the assessment.

Altogether, the Edge is about leveraging library technology services for community success. "One of the most exciting aspects of working in the library field is that we get to be at the center of an explosion of information and technology," says ULC Director Susan Benton. "The better we understand that world—where technology is headed and where the gaps exist—the better we will all be as library leaders in providing critical resources to our communities." ■



LARRA CLARK (far left) is director of the Program on Networks and the Program on America's Libraries for the 21st Century at ALA's Office for Information Technology Policy. **MARY HIRSH** is project manager at ALA's Public Library Association. Learn more about Edge at libraryedge.org.



A Library on THE EDGE

Lansing (Ill.) Public Library Director Debbie Albrecht embraced the opportunity to be an early adopter of Edge. She pulled together her staff of 37 to complete the online assessment as a team, which enabled everyone to get a complete 360-degree view of their involvement with technology. "The process and the results were enlightening to our whole staff—including me. The best part is that Edge didn't just show where we were not as strong as we'd like to be, but it also points out ways we can improve in these areas," Albrecht notes.

The library scored close to the middle of all available points, scoring highest in the community value section of the assessment (Benchmarks 1–3)—which is a point of pride. Lansing offers a range of free computer classes, one-on-one sessions for patrons to talk to staff about any tech questions, and in-library use of laptops to supplement desktop availability. "This means we provide our community with the best technology support possible," Albrecht adds. "Our goal is to increase our patrons' use of digital content and improve their lives."

The library sees room to improve in ensuring every staffer understands the basics of technology (Benchmark 8). Albrecht wants to use this opportunity to bring everyone up to the same level with new training.

"The whole experience for Lansing was a positive one that allowed staff to share their concerns and grow as a unit to better themselves and our services for our community," Albrecht says.

—Megan Grady, PLA

Edge helped create a shared understanding of technology strengths and gaps among library staff and community stakeholders.



A Country of and *Promise*

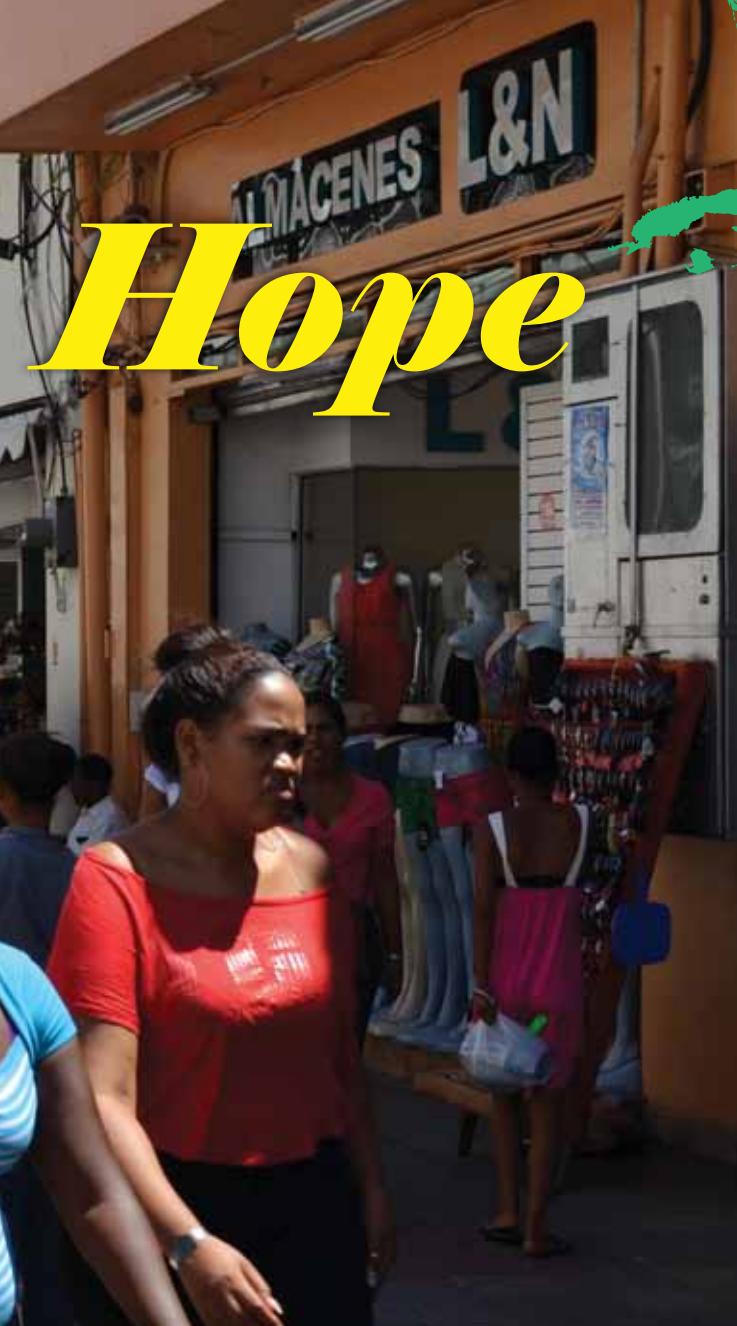
Library development equals investing in people and the quality of their lives in the
Dominican Republic

By Leonard Kniffel

Cafés, bars, souvenir vendors, and street artists line the narrow and densely populated promenades in the old colonial center of Santo Domingo, Dominican Republic, where hawkers lure customers with promises of bargain prices. At night, throngs of young people stroll the oceanside of the Malecón, eating sweets and listening to street musicians, while the museums and libraries a short walk away close for the night and tourists are safely ensconced in their walled resorts and hotels.



Hope



On the streets of the Dominican Republic capital, evidence of President Leonel Fernández's leadership appears in the form of high-rise construction projects, swank tourist resorts, handsome government buildings, and fast food restaurants. But the limits of prosperity are also evident in the wares of dozens of street vendors and shabby shops still struggling to survive in a nation where poverty is still as apparent as progress.

Libraries and development

Interviewed in his office in the six-story Juan Bosch Library at the Global Foundation for Democracy and Development, President Fernández talked with *American Libraries* about the challenges ahead. The library is an impressively stocked and staffed research facility that began with Fernández's

personal collection and is more comparable to a presidential library than any other US equivalent.

A book lover who spent much of his childhood in New York, Fernández began the final four years of his three-term presidency focused on the construction of a world-class library, the Pedro Mir. He was initially elected to a four-year term in 1994, then twice more in 2004 and 2008, becoming the first member of the Dominican Liberation Party, founded by Juan Bosch.

"There is a direct correlation between libraries and development," Fernández says. "I don't know of any country that has been built without libraries."

The successes libraries have enjoyed under the leadership of Fernández and his wife, who became the nation's vice president in 2012, do not diminish the magnitude of the challenges they face. Education tries to trump poverty in this nation of 10 million people, a third of them clustered in the teeming tropical city of Santo Domingo. In 2013, the government's expenditures on libraries was \$11.8 million, and its expenditures on education was \$2.2 billion (4% of the country's gross domestic product), according to Frank Olivares, executive director of the vice president's office.

A Gates award

In 2012, the Dominican Republic received \$1 million from the Bill & Melinda Gates Foundation's prestigious Access to Learning Award to fund the country's chain of Community Technology Centers (CTCs). These centers provide all residents unprecedented free access to high-tech tools, including training materials and internet access, among other services, to reach the poorest of the poor in this nation of more than 10 million, of which one out of every three people lives below the poverty line.

Since 2004, the country has invested in 93 CTCs, a modern central library for children and young adults, and a new national library. Ten CTCs will follow, thanks to the Gates money: Five are underway and five more are in the planning stages.

Vice President Margarita Cedeño de Fernández has championed the CTC program. She tells *American Libraries* that attacking poverty with education is the only way to push the Caribbean nation into a culturally and economically



A statue of Columbus and the Cathedral of Santa Maria in Santo Domingo, the capital of the Dominican Republic.

healthy future. “The richness of any country is in its people,” she says.

The centers serve as community hubs for cultural events and celebration. They also work closely with Progresando, the country’s social and economic program, to provide employment training, childcare, and microloans to start businesses, among other things.

Cedeño de Fernández says the goal of the CTCs is to create “a gathering place for the community” that will help people become “the owners of their own destiny.”

The role of CTCs

Dozens of locals fill computer rooms, study rooms, and workshops at the CTC in the southern coastal city of Boca Chica. Inside the bright orange and green building are computer classes, activities for children with special needs, and instruction in health care and environmental awareness.

The CTCs are staffed by local residents, and, according to Teresa Peralta, who oversees all 93 centers, each community must agree to take charge of its own CTC, similar to the way Andrew Carnegie insisted he would build libraries in the US only if communities agreed to support them in perpetuity.

The Boca Chica CTC is adjacent to Centro de Capacitación y Producción Progresando con Solidaridad, a learning facility for women, particularly single mothers. Another of Cedeño de Fernández’s initiatives, the center offers an opportunity for women to learn life skills while their children experience daycare in a nurturing environment.

At the CTC in Villa Mella, about an hour’s drive north of the capital through feverish Santo Domingo traffic, a small group of young students in an intensive course are studying English. When asked why, they unanimously agree that the better their English, the better their chances of landing a good job.

The unemployment rate in the Dominican Republic in 1991 (the first time it was measured) was 19.7%. By 1997 (the year after Fernández became president) it had dropped to 15.6%, and in 2013 was down to 12.5%.

The Community Technology Center in Boca Chica, Dominican Republic, instructs young children in classroom settings, like the one shown here.

“We have big expectations for education,” says Peralta. “We want people to develop the reading habit, to empower families with knowledge, and to close the digital divide.” She adds that it is absolutely necessary to educate and train people in order to “develop our country.”

Library for children and youth

Biblioteca Infantil y Juvenil República Dominicana, a two-story library for children and youth in central Santo Domingo, contains a colorful, well-lit series of special purpose areas for various age groups, complete with computers and free Wi-Fi throughout the building. Except for one adult room and a toddler area, the spaces are off-limits to older folks. Young library workers are on hand to guide and help, but they avoid re-creating a classroom setting, instead concentrating on individual learners, including users with disabilities. Teens have a lively social reading room full of

books, a computer area for games and social media, and another computer area for group learning.

Dulce Elvira de los Santos, director of the youth library, is a children’s author and puppeteer whose infectious smile keeps kids and staff focused on the wonders of what her library offers, rather than the fact that it is the only one of its kind in the Dominican Republic.

“This library is designed to be an example for the country of what libraries can be like,” she says, showing off the video room, the 120-person auditorium, and a book collection of more than 200,000 titles.

In sharp contrast, a visit to a typical high school reveals how entrenched the old notion is that a room full of books with restricted access somehow constitutes a library. At the Liceo Escuela Nuestra Señora del Carmen in Santo Domingo, computers are in the lab and books are in the library, and never the twain meet. But the teachers all agree that a library is not a book warehouse, and they

Community Technology Centers serve as local hubs for job training, childcare, and microloans.



eagerly await the arrival of several new computers that will soon enhance the room.

Back at the youth library, about 60 Dominican library workers gathered September 26 in the auditorium for a discussion about the perceived threat to libraries posed by technology—the opportunities still not evident to many. Several wondered about the future of libraries in a technological age. Others seemed to recognize the need for a library to be a multimedia community learning center, but



Left: Children reading at the Library for Children and Youth in central Santo Domingo. Right: The Community Technology Center in Boca Chica, a southern coastal city.

they still registered doubt that libraries in the Dominican Republic can overcome their daunting financial and technical challenges.

The National Library

Opened in its modern incarnation in 2012 and named for Dominican man of letters Pedro Henríque Ureña, the National Library in Santo Domingo was built on the site of the home of Rafael Leonidas Trujillo Molina, the tyrannical strongman who held power over this country from 1930 until his assassination in 1961. The library stands as a repository for the European, the native Taino, and the African influences that shaped the Dominican Republic and continue to affect it today.

Maricela Molina (no relation to Rafael Leonidas Trujillo Molina) is director of technology and leads a tour through the far reaches of the National Library building, parts of which are still waiting for carpeting. She explains that newspapers, documents, and other library materials are being transferred slowly and carefully from temporary storage to climate-controlled rooms, where the rarest of the rare—including some books related to the island of Hispaniola, dating back as far as 1690—can be kept safely for posterity.

“My passion is the library [and helping] people find what they need,” Molina says. She envisions a library that will save the national record, become the archive of gov-

ernment, and serve as a repository for all that is published in the country—in whatever medium.

While leaders in the fields of education and librarianship in the Dominican Republic may lack the resources that many in the profession take for granted, librarians like Molina say they are proud of their work. It’s a sentiment heard throughout the country.

The Dominican Republic—like almost every country in the world—does not have the public library tradition that has made libraries so strong in the United States, nor do librarians have the same professional status. President Fernández emphasizes that the most urgent need for libraries in the Dominican Republic is to “professionalize our librarians,” and that means education and training. Most of the country’s library workers do not have a college degree and fewer still have completed postgraduate studies.

Pedro Mir Library

The president’s signature library initiative during his current term has been the Pedro Mir Library. On any given day of the week, the library—located at the Autonomous University of Santo Domingo—is a beehive of students engrossed in books and computers. Of the roughly 130 libraries located throughout the country, Pedro Mir is undoubtedly the most important, and it is accessible to the public. The modern facility, which opened in 2005, has more than 800,000 items and serves a student body of 170,000 six days a week, with plans to open on Sundays. On an average day, 8,000 students use the library.

Pedro Mir’s entire catalog is computerized, and the library provides online services to the university’s 14 regional centers. The biggest challenge is “keeping up with technology,” says one senior staffer who has been a librarian for more than 35 years. She and other seasoned colleagues have witnessed the creation of a library that is more of a center for research and investigation, and—even though the stacks are still closed—less and less a storage facility for the printed word. They have also seen the library transform into a true community learning center, with access to knowledge in whatever medium it resides.

As Peralta puts it, the biggest high in her job as director of the CTCs is being welcomed into a grateful community and thanked “because we are giving children something they have never had before. We are involving people in the development of their own country, and we believe people deserve the best of the best.” ■



LEONARD KNIFFEL is a Chicago writer and former editor and publisher of *American Libraries*. This article is based on interviews and library visits he conducted in the Dominican Republic September 22–27, 2013.

Referenda ROUNDUP

An overview of how states performed on 2013 ballots

By Kathy Rosa

One of the ways we measure the support for public libraries is through the success or failure of local library referenda. We look back on the previous year cheering the wins and also wondering why some library elections fail. This roundup considers factors related to the success or failure of library referenda and includes a brief listing and summary of some 2013 results.

As libraries look forward, the question to ask is this: What factors influence people to vote yes or no on library referenda? The overarching challenge of developing a successful referendum campaign is to build trust and establish a compelling need. Meeting

that challenge requires a campaign that clearly identifies three key things: (1) the amount of money needed, (2) how long the tax will last, and (3) a justification that resonates with the community.

Some specific steps to influence success include

hiring a consultant, formulating a marketing strategy, and sustaining an active campaign in the community. Factors that we cannot control include the demographic characteristics of the voters and the electoral context. Additionally, off-year elections, such as in 2013, have lower voter turnout compared with elections held during years with state and federal races.

The amount of money sought is another factor to consider when requesting support. There appears to be no correlation between the amount of money requested and whether a referendum passes or fails. The table on page 46 illustrates this idea. The list includes referenda that passed during 2013 with 80% or greater support. The number of voters, the type of referendum, and the amount approved vary greatly. As we might expect, lower numbers of voters correspond with lower amounts requested and are indicative of a smaller population in the service area.

A Snapshot of Success

During 2013, voters approved 41 of 69 local library referenda. Notable wins include Wasilla, Alaska (\$15 million); Round Rock, Texas (\$23 million); Tolland, Connecticut (\$2.6 million); and Richland Library in Columbia, South Carolina (\$59 million). (The results of several other initiatives—such as those in New York’s Rockville Centre, Massena, Cutchogue, New Suffolk, and Lewisboro, as well as Pennsylvania’s Salisbury—were unknown as of early December but were expected by the end of 2013.)

On November 5, the voters of Richland Library turned out to pass a \$59 million bond referendum, which received 66% yes votes. Taxpayers will see a maximum increase of \$12 to \$14 per year in their property taxes for a \$100,000 home. The bond proceeds will be used for extensive renovations to several library buildings and will

fund two new branches.

What were the secrets to success for the library? Thorough planning, dedicated library supporters, and a lot of hard work in publicizing the need for the referendum. The library developed a capital needs plan in 2007, its first since 1989, and updated the plan each year. It included addressing environmental issues (such as the promise of using green building guidelines) and economic issues (such as taking advantage of low interest rates). In February 2013, Richland Library’s rebranding campaign received several awards during the American Advertising Federation of the Midlands annual ceremony. Competing with other agencies and corporations, the library won a Gold Addy for its new logo, name, and website, among other things. And it received two Silver Addys specifically for the logo and stationery package. The rebranding emphasizes the evolution of public libraries and their role as a community hub.

Since 2009, the number of people visiting the library has gone up 20%, and the number of items checked out has increased 38%.

State Listings

ALASKA



■ In the city of Wasilla voters passed a 1% sales-tax increase to fund the construction of a new Wasilla Public Library. The tax begins January 1, 2014, and will continue until \$15 million is collected or December 31, 2016, whichever occurs first. Other funding sources are being sought, including a library construction grant from the state. Construction of the 23,500-square-foot building will begin in spring 2015. Parking will increase from 14 spaces to 90. Plans include multipurpose rooms, study rooms, a teen area, storytime space, and a business center.

CALIFORNIA



■ Residents in Santa Clara County voted to renew the tax rate of \$33.66 for each single-family home. The all-mail ballot passed by 82%. The tax provides 18% of the library’s revenue. The operating funds are used to help continue existing library hours and services, offer children’s programs, provide an award-winning bookmobile program, maintain children’s reading programs, update the collection, and keep qualified librarians on staff.

COLORADO



■ Voters in Lyons failed to support a property tax that would have maintained current funding levels for the existing library and the eventual expansion or replacement of the building. The September floods may have factored into the November results (542 yes votes; 573 no votes), as many residents remained displaced from their homes. The request, for up to 5.85 mills, would have resulted in a tax of \$140 a year on the assessed value of a \$300,000 house. The library district board was set to collect only half of the rate for 2014.

CONNECTICUT



■ Voters in Tolland passed a bond that will provide \$2.6 million for a library expansion project. The Tolland Public Library Advisory Board, assisted by the Friends of Tolland Public Library and the Tolland Public Library Foundation, led a successful “YES for a Better Library” campaign. Efforts to promote the bond included visits to the Lions Club, parent-teacher organizations, the senior center, the community women’s volunteer club, and the local Republican and Democratic

STATE	LOCATION	% YES VOTE	% NO VOTE	TALLY YES VOTE	TALLY NO VOTE	TOTAL TALLY	TYPE OF REFERENDUM	ANNUAL AMOUNT APPROVED
California	Santa Clara County	82	18	48,578	10,863	59,441	Parcel Tax	\$6,200,000
Michigan	Saginaw	83	17	4,039	826	4,865	Tax Renewal	\$943,000
Michigan	Tecumseh Library District	80	20	1,250	305	1,555	Levy	\$641,410
New York	Athens	89	11	42	5	47	Budget	\$4,000
New York	Heermance Memorial Library	95	5	129	7	136	Budget	\$186,000
Ohio	Public Library of Cincinnati and Hamilton County	80	20	128,144	31,391	159,535	Tax Renewal	\$17,500,000

Library Referenda Approved by ≥ 80% during 2013

committees. Voting results: 1,707 yeses and 1,284 nos.

IDAHO



■ North Bingham County District Library voters failed to pass a bond for the third time in recent years. The request for a \$5 million bond to build a new library drew 922 votes in favor and 1,251 votes against. The monthly tax increase would have been about \$4.44 on a home valued at \$150,000.

■ Voters in the city of Burley opted to renew the public library property-tax levy of \$231,000 per year for two years. The yes votes tallied to 430 (56.5%); the no votes tallied to 331 (43.5%). The funds are for operations and maintenance of the Burley Public Library.

ILLINOIS



■ Voters approved \$1.68 million in general obligation bonds for the Six Mile Regional Library District in Granite City. Taxes will not increase since the debt will be paid from the existing building and maintenance levy. Yes votes totaled 3,480 (71%), and no votes totaled 1,403 (29%). The funds are required to match a \$2.2 million grant from the Illinois State Library. The bond money will be used to remodel and improve the library buildings.

- Illinoisans also passed library referenda in:
 - Peach Orchard Township (69% to 31%)
 - Atlanta Public Library District (53% to 47%)

- Village of Williamsville (70% to 30%)
- Referenda were rejected in:
 - Village of Lyons Public Library District (34% to 66%)
 - Mercer Carnegie Public Library District (43% to 57%)
 - Shorewood-Troy Public Library District (21% to 79%)
 - Richton Park Public Library District (48.5% to 51.5%)
 - Oregon Public Library District (42% to 58%)

IOWA



■ On November 5, voters rejected a measure for a special tax to fund additional staff and to expand the Hiawatha Public Library. The proposed levy—for 27 cents per \$1,000 of assessed prop-

erty valuation—failed 53% to 47%, by 949 total votes.

LOUISIANA



■ Voters in Tangipahoa Parish passed their referendum with 7,836 (61%) yes votes and 5,004 (39%) nos.

MASSACHUSETTS



■ The Shrewsbury referendum passed with 4,842 (59%) yes votes and 3,311 (41%) no votes.

MICHIGAN



■ Alpena County Library won support for two millage requests: one for a renewal for 10 years at the cost of 0.75 mill (the vote was 3,197 yeses and 831 nos), and the second for five years at 0.25 mill (2,511 yeses; 1,493 nos). The funds will support new programs and structural repairs to the library.

■ The Public Libraries of Saginaw succeeded with a vote for the renewal of a 10-year, 1.2983-mill tax. The vote was 4,039 in favor and 826 opposed. The funds, approximately \$943,000 each year, support operations in the five public library branches. The tax is about \$45 per year on the assessed value of a \$35,000 home.

■ Residents of Bath Township voted no on a request for 0.25 mill. The funds, about \$89,000 the first year, would have been used to establish and operate a new library. Currently Bath Township has privileges at the DeWitt District Library. A new library would have diverted about \$58,000 a year from the DeWitt library. If the referendum had passed, Bath residents would have had to pay a nonresident fee to check out materials from the DeWitt District Library. The votes totaled 299 yeses and 625 nos.

■ Voters in Dearborn Heights narrowly won support for the Caroline

Kennedy Library and the John F. Kennedy Jr. Library. The vote tally was 3,479 in favor and 3,254 against the request for 0.95 mills. Owners of a \$100,000 home will pay approximately \$95 per year. The funds will be used to improve collections and facilities.

MISSOURI



■ The Taney County Library District tax failed to pass, with 65% of the 5,509 residents voting no and 35% voting yes. The county has two privately funded libraries. The proposed tax, which would have raised a 15% levy per \$100 of assessed personal property and real estate valuation, would have funded a countywide library district.

MONTANA



■ In Hot Springs voters rejected the bond issue, with 135 (38%) yes votes to 220 (62%) no votes. The levy would have raised 12.36 mills, or about \$200,000, for the continued operations of the Preston Hot Springs Town County Library.

■ The Ronan City Library will now be a part of the new Ronan Library District because of a bond that passed, with 873 (62%) yes votes to 545 (38%) no votes. The levy will increase the library budget from about \$15,000 to \$200,000. The district will serve Ronan, Pablo, and the entire community of School District 30.

NEW JERSEY



■ Voters in East Greenwich Township said no to a referendum that would have provided about \$343,437 for a township library. The vote (22% yeses to 78% nos) stopped the movement to leave the Gloucester County Library System (GCLS). The current East Greenwich branch, one of seven libraries in the county system, has been closed since

There appears to be no correlation between the amount of money requested and whether a referendum passes or fails. The challenge is to build trust and demonstrate need.

December 13, 2013. The branch building leases for only \$1 per year but is in need of major renovations. After the branch closed, East Greenwich continued to pay \$471,456 in county library taxes, and residents will continue to have access to the other libraries in the GCLS.

NEW YORK



■ Town of Rhinebeck residents voted to increase the tax levy for the Morton Memorial Library from \$35,000 to \$77,000. In 2006, a \$35,000 tax levy replaced the \$12,000 income from the city budget. The funds will support library operations and a possible salary hike for staff.

■ The Brookville Library District bond failed with 21 (10%) yes votes and 181 (90%) no votes.

■ The vote for the Crandall Public Library passed with 6,552 (58.5%) yes votes and 4,650 (41.5%) no votes.

■ The vote in Athens passed with 42 (90%) yeses and 5 (10%) nos.

■ The Heermance Memorial Library bond passed with 129 (95%) yes votes and 7 (5%) no votes.

OHIO



■ Ashtabula County voters passed a 1.25-mill, 10-year levy by a narrow margin. The unofficial tally, as of early December,

was 5,087 votes for and 4,993 against. The Ashtabula County District Library consists of the Ashtabula Library, the Geneva Library, and a bookmobile. The library has been operating on funding levels set in 1996. The funding will support operating costs.

■ The Cleveland Public Library passed a renewal for a property tax levy. The \$28.5 million levy passed with 40,204 (75.8%) yes votes and 12,794 (24.2%) no votes.

■ The Public Library of Cincinnati and Hamilton County levy was

passed with 80% of voters in favor. Homeowners will not see a tax increase because the levy was a renewal. The levy will bring about \$181 million to the library over the next 10 years. The funds will be used for operating expenses and maintenance. The levy will provide about 33% of the library budget.

■ The Garnet A. Wilson Public Library in Waverly was successful in a request to renew a 1-mill levy. The renewal is crucial because state revenues remain down, and the funds will constitute about 40% of the

library's budget. The levy was passed with 72% of the votes.

■ The Troy–Miami County Public Library levy passed with about 65% of the vote. The levy of 6 mills was first passed in 2009. The funds will be used for operating expenses and capital projects such as replacing the chillers and a new membrane roof.

■ Voters approved the Franklin–Springboro Public Library request to renew a 1-mill levy. The levy provides 51% of the library budget and is used for operating expenses. The votes represented all 42 precincts, with 59% voting in favor of the levy. The Franklin–Springboro Public Library serves residents of Franklin, the village of Carlisle, Springboro, and Clearcreek Township.

■ In Worthington, a permanent levy, which replaces a 22-year, 2.2-mill levy passed by voters in 1992, will generate an estimated \$3.9 million annually for the library system, which has three locations. The library also collects property taxes from a 2.6-mill permanent levy passed in 2005.



■ In Corvallis, taxpayers voted in favor of a five-year levy to support services at the Corvallis–Benton County Public Library, the Osborn Aquatic Center, and the senior center, and for new positions at the city's police department, fire department, and community development department. Property owners will pay approximately 82 cents per \$1,000 of a home's assessed value.

■ In Cornelius, voters rejected a \$2.4 million bond to fund a new library. Property taxes would have increased annually by about \$52 for the owner of a \$180,000 home, and the new library would have cost roughly \$4.8 million total. Other funding was being sought to supplement the bond proceeds.

From the Representation of Ethnicity in Children's Literature

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PENNSYLVANIA



Allentown voters rejected a tax request for \$13 million to build a new Parkland Community Library. The race was close: 49% for, 51% against.

The Homestead tax stipend of \$215,000 passed with 180 (62%) yes votes and 112 (38%) no votes.

TEXAS



Voters in Round Rock recognized the need for more library space, and voted in favor of a \$23.2 million bond proposition. The funds will be used to build a 60,000-square-foot main library and an additional branch. The tallied votes were 3,459 in favor and 2,293 against.

Seguin succeeded in requesting \$14.8 million in bonds for a new

As your library looks forward to upcoming referenda campaigns, the question to ask will be this: What factors influence voters in your community to support or reject library referenda?

library. The votes were 2,132 (63%) for and 1,265 (37%) against.

WASHINGTON



The Spokane bond of \$20–\$24 million will be used to build three new branch libraries: Spokane Valley, Conklin,

and Argonne. The cost to taxpayers will be 12 cents and 16 cents per \$1,000 in assessed home value for several years. The vote was divided, with 66% (27,358) for and 34% (13,989) against.

The City of Port Townsend Library bond requesting \$3 million failed, with 1,392 (39%) for and 2,206 (61%) against.

The Ferndale City Public Library bond requesting \$500,000 passed, with 1,728 (62.1%) for and 1,054 (37.9%) against.



KATHY ROSA is director of ALA's Office for Research and Statistics, which provides leadership and expert advice to ALA staff, members, and the public on all matters related to research and statistics about libraries, librarians, and other library staff; represents the Association to federal agencies on these issues; and initiates projects needed to expand the knowledge base of the field through research and the collection of useful statistics.

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Elfreth's Alley in Philadelphia is said to be the oldest continuously inhabited street in the US, dating back to 1702.

Preview

By Mariam Pera

The conversation starts here...

In Part Two of his *Autobiography*, Benjamin Franklin said of the creation of the Library Company of Philadelphia: "The institution soon manifested its utility, was imitated by other towns and in other provinces, the libraries were augmented by donations, reading became fashionable; and our people having no public amusements to divert their attention from study became better acquainted with books, and in a few years were observ'd by strangers to be better instructed and more intel-

ligent than people of the same rank generally are in other countries."

Franklin clearly envisioned that libraries would play an active role in advocacy and the improvement of communities.

On January 24–28, librarians from around the country will arrive in Franklin's native Philadelphia for the 2014 ALA Midwinter Meeting and Exhibits to discuss the future of their profession and its impact on the communities they serve in a changing landscape.

Community engagement

Saturday, January 25, 10:30–11:30 a.m. ALA President Barbara Stripling moderates **Talk About Innovation! TEDx @Your Library**, a panel that will feature Chrystie Hill, Meg Omainsky, and Teri Skillman. Panelists share strategies for using TEDx to energize and empower community conversations.

Saturday, January 25, 1–2:30 p.m. Join Cheryl Gorman and Carlton Sears of the Harwood Institute in **Turning Outward to Lead Change in Your**

Photo: Philadelphia Convention and Visitors Bureau

Community: Aspirations and learn to leverage your position in the community to engage people on issues that matter.

Sunday, January 26, 8:30–10 a.m. In **Promise of Libraries Transforming Communities: An Initiative Update**, ALA Immediate Past President Maureen Sullivan and Harwood Institute President Rich Harwood share success stories from librarians who applied the practice in libraries and within the ALA community since the initiative kicked off at Midwinter 2013.

Saturday to Monday, January 25–27, 8:30–10:30 a.m., 10:30 a.m.–noon, 1–2:30 p.m., and 3–4:30 p.m. The **kitchen table conversations** pick up where they left off at the 2013 Annual Conference. (See connect.ala.org/node/214769 for an invitation from Stripling.) Groups of up to 16 discuss what they want ALA to be as a professional community. To register in advance, email Mary Ghikas (mghikas@ala.org) with your first and second choices of day and time. Space is limited. (See also page 7 this issue.)

We're moving!

Find the **ALA Store** at its new location near the Registration Desk. Look for professional development materials, promotional products from ALA experts—including new titles from ALA Editions, ALA Neal-Schuman, and ALA's divisions and offices—as well as posters and products from ALA Graphics (including materials for National Library Week, Teen Tech Week, School Library Month, and Choose Privacy Week).

The **ALA Membership Pavilion** will also be located near the Registration Desk. This pavilion is a convenient stop for new members and first-time attendees. Find out how ALA membership can help make powerful, personal connections.

In the Exhibit Hall

With more than 450 exhibitors offering the latest in products and services for every library, pavilions dedicated to niche areas, and stages featuring the hottest authors, the exhibit hall is the heart of the learning and professional development at Midwinter.

Exhibit hall visitors can explore the breadth and depth of library products, services, books, and online services, as well as the tools and technologies available in today's libraries. See a full list of exhibitors at alamidwinter.org/exhibitors.

WHAT'S COOKING STAGE

In its Midwinter debut, the What's Cooking Stage will display the latest cookbooks and live demonstrations of top recipes, and offer book signings with the chefs. See the full lineup at alamidwinter.org/whats-cooking-stage.

Saturday, January 25, 1–2 p.m. Bakery owner Allison Robicelli and husband Matt demonstrate recipes from her cookbook *A Love Story with Cupcakes*. Sponsored by HarperCollins.

POPTOP STAGE

The popular PopTop Stage features readings, discussions, and presentations, with a book signing after each panel. For a full schedule and the most up-to-date information, visit alamidwinter.org/poptop-stage.

Saturday, January 25, 10–11 a.m. Local cartoonist Amy Ignatow will present her children's book series *The Popularity Papers* as

Exhibit Hall Hours

Friday, January 24
5:30–7 p.m.

Saturday, January 25
9 a.m.–5 p.m.

Sunday, January 26
9 a.m.–5 p.m.

Monday, January 27
9 a.m.–2 p.m.

part of the Local Authors and Plots Day. Sponsored by Abrams Books.

Saturday, January 25, 2–3 p.m.

Local Philadelphia news editors and reporters Wendy Ruderman and Barbara Laker will present their new book *Busted* (March 2014). Sponsored by HarperCollins.

Sunday, January 26, 11 a.m.–noon. Mother-and-son writing team Caroline and Charles Todd will present as part of Mystery Day. Sponsored by HarperCollins.

Monday, January 27, 11

a.m.–noon. Tom Angleberger will present his interactive book series *Origami Yoda* as part of Humor and Graphic Novel Day. Sponsored by Abrams Books.

OPENING AND CLOSING CELEBRATIONS

Friday, January 24, 5:30–7 p.m.

The Grand Opening Reception will be inside the exhibit hall.

Monday, January 27, 2–3 p.m.

Wrap Up/Rev Up starts in the exhibit hall where exhibitors will offer discounts and special giveaways at their booths.



News You Can Use

Midwinter attendees can get the latest information on policy, research, statistics, and technology (based on new research, surveys, reports, legislation/regulation, projects, beta trials, focus groups, and other data) at these sessions.

Process the implications. Join the Unconference on Friday; the facilitated conversations and discussion groups from Saturday to Monday; Library Camp on Monday afternoon to ask questions, explore options, make recommendations, and examine ideas; and reflect on the implications or follow up with a small-group discussion in the Networking Uncommons.

Saturday, January 25, 8:30–10 a.m. Hear from Spencer Ackerman, national security editor for *Guardian US*, during the **ALA Washington Office Update**, on the effects of the NSA revelations. A panel discusses how these revelations have shaken the theory of government transparency and privacy and possible implications for libraries, library users, and open government.

Saturday, January 25, 4:30–5:30 p.m. Andromeda Yelton, LITA director-at-large, moderates **Gender Issues in Tech Librarianship**. A panel examines different perspectives on what these evolving, and sometimes surprising, gender issues look like in today's world.

Sunday, January 26, 8:30–10 a.m. Chris Prom, assistant university archivist at the University of Illinois at Urbana-Champaign, presents

Creation of an ALA Institutional Repository. The repository will be curated by the university's archives and will house digitally converted and digitally born ALA materials.

Sunday, January 26, 10:30–11:30 a.m. LITA's **Top Technology Trends** program focuses on changes and advances in technology. Monique Sendze, associate director of information technology, Douglas County (Colo.) Libraries, moderates the panel of library technology experts and thought leaders.

Sunday, January 26, 10:30–11:30 a.m. During the **Pew Internet Research Update**, Lee Rainie, director of the Pew Research Center's Internet and American Life Project, describes public attitudes about libraries, the role they serve in communities, and some challenges they face.

Sunday, January 26, 1–2:30 p.m. Digital Public Library of America Executive Director Dan Cohen presents an **Update on DPLA**, describing the growth of DPLA's collection and partnerships, new initiatives and features, and ways for libraries to get involved.

Sunday, January 26, 4:30–5:30 p.m. In **Connecting Youth: Digital Learning Research Project**, sponsored by YALSA and the MacArthur Foundation, Richard Arum, sociology professor at New York University, discusses how libraries can integrate new models of learning in order to connect with teenagers around digital media.

All about the books

Saturday and Sunday, January 25–26, 9 a.m.–5:30 p.m.; and **Monday, January 27, 9 a.m.–1 p.m.** Pick up the latest trends in publishing in one convenient place at the **Book Buzz Theater** in the exhibit hall. See a complete list of participating publishers at alamidwinter.org/book-buzz-theater.

Sunday, January 26, 5–6:30 p.m. Celebrate the best in adult literature at the **Reference and User Services Association's (RUSA) Book and Media Awards**. RUSA's advisory committees reveal their choices for the year's best fiction, nonfiction, and reference sources as part of the Collection Development and Evaluation Section's annual literary awards.

Monday, January 27, 8 a.m. The **Youth Media Awards** continue to draw youth lit fans to Midwinter. These 19 world-renowned honors include the prestigious Caldecott, Newbery, Printz, Coretta Scott King, and Stonewall awards. For a complete list of honorees and more information on the YMAS, visit ala.org/yma. Join the conversation with hashtag #**alayma**. (Spotlight on Caldecott and Newbery winners, page 56.)

Monday, January 27, 2–4 p.m. Authors Alice Greenway, Cristina Henriquez, Sue Monk Kidd, Laura Lippman, Lisa Scottoline, and Gabrielle Zevin discuss their writing process and forthcoming books at the **United for Libraries Gala Author Tea**, sponsored by ReferenceUSA. Enjoy a light offering of tea, finger sandwiches, and sweet treats, followed by a book signing. Tickets: \$55 in advance (\$49 United for Libraries members), \$60 onsite.

President's Program

Sunday, January 26, 3:30–5:30 p.m. Stripling welcomes **Andrew Slack**, cofounder/executive director of the Harry Potter Alliance, a coalition of



David Baldacci



Tonya Bolden



Brian Floca



Wes Moore

fandom leaders and members who feel passionate about the power of story to inspire and affect social change. Slack offers attendees an opportunity to learn more about his work and how he sees it relating to libraries and their role in the community. (Q&A with Slack, page 54.)

Arthur Curley Memorial Lecture

Saturday, January 25, 4–5 p.m. As an advocate for issues related to children and war, bestselling author and former child soldier **Ishmael Beah** shares some of his insight and discusses his forthcoming novel, *Radiance of Tomorrow*, at the Arthur Curley Memorial Lecture. Read more about Beah on page 20.

Auditorium Speaker Series

Saturday, January 25, 10–11 a.m. Start the series with bestselling author and youth advocate **Wes Moore**, whose new book, *The Work*, weaves together stories of people who found meaning in serving others. Moore, who overcame early academic and behavioral struggles, founded STAND! which works with Baltimore youth in the criminal justice system. Youth librarians will find this session particularly insightful.

Saturday, January 25, 1–1:30 p.m. Hear from bestselling author of *The Silver Linings Playbook*, **Matthew Quick**, about his new book, *The Good Luck of Right Now* (HarperCollins, 2014), a story about family, friend-

ship, grief, acceptance, Richard Gere, and a “girlbrarian.”

Sunday, January 26, 10–11 a.m. Bestselling author **David Baldacci**’s passion for reading inspired him and his family to start the Wish You Well Foundation to combat family and adult illiteracy in the US. Baldacci left a well-established law practice in Washington, D.C., to pursue a writing career. Some of his novels, including *Absolute Power* and *King and Maxwell*, have been made into movies or television series.

ERT/Booklist Author Forum

Friday, January 24, 4–5:15 p.m. Discuss award-winning nonfiction for youth with *Booklist* Books for Youth Senior Editor Ilene Cooper as she moderates the ERT/*Booklist* Author Forum with five acclaimed children’s authors: Tonya Bolden, Brian Floca, Kadir Nelson, Steve Sheinkin, and Melissa Sweet.

Bolden is author of *Tell All the Children Our Story* and *Maritcha*, an ALA Notable Book for Children and a Coretta Scott King Honor Book. She has written about George Washington

Carver, Martin Luther King Jr., W. E. B. Dubois, women’s history, and Reconstruction America.

Floca’s work as an author and illustrator includes *Moonshot: The Flight of Apollo 11*, a Robert F. Sibert Honor Book and a *New York Times* Best Illustrated Book, and 2013’s *Locomotive*, which follows a family’s journey on the Transcontinental Railroad in the late 19th century.

Sheinkin is the award-winning author of several books on American history, including *The Notorious Benedict Arnold*. His recent book, *Bomb*, was a Newbery Honor Book, National Book Award finalist, and Sibert Medalist.

Illustrator Sweet’s work can be found in board books, picture books, and nonfiction titles. She received a Caldecott Honor for *A River of Words* by Jen Bryant and the Sibert Medal for *Balloons over Broadway: The True Story of the Puppeteer of Macy’s Parade*.

ALA Masters Series

Experts from across library specialties describe their latest in-house innovations at the **ALA Masters Series**. Grab lunch and join these 45-minute sessions to get insights into the hottest trends and how librarians are stepping up to them.

Sunday, January 26, 11:45 a.m.–12:30 p.m. In “The ReadersFirst Guide to Library E-Book Vendors,” two members of the ReadersFirst Working Group, **Michael Santangelo** and **Michael Blackwell**, will introduce the movement and discuss



Kadir Nelson



Matthew Quick



Steve Sheinkin



Melissa Sweet

President's Program

Q&A



Activist Andrew Slack, cofounder and executive director of the Harry Potter Alliance, sees fantasy stories not as an escape from our world but as an invitation to delve deeper into our experiences. He spoke with *American Libraries* about the power of fantasy in combating real-life issues. Join the conversation by attending Slack's session during the President's Program on Sunday, January 26, 3:30–5:30 p.m. Read the full interview with Slack at americanlibrariesmagazine.org.

AMERICAN LIBRARIES: Why do you think story is the tool with which to combat the "real-life horcruxes" of inequality, illiteracy, and human rights violations?

ANDREW SLACK: Stories serve as a mirror for our understanding and exposure to other people, a chance to travel and go on a journey through consciousness.

A good story opens us up, makes us vulnerable. And in that moment of vulnerability, we can be preyed on or prayed for. We've seen stories put to a lot of bad use; Hitler used them, bin Laden used them, and companies that are destroying the earth use them in 30-second ads.

It's time for the good guys to use them. It's time to get beyond the technocratic details that make activism boring and respect how we as human beings communicate, how we as human beings have always communicated—through story.

What about fantasy inspired you to delve into fan activism? Why Harry Potter in particular? I left college wanting to ignite a social movement based on the notion that fantasy is not an escape from our world but an invitation to go deeper into it.

Harry Potter came by accident. In fact, I didn't want to read the books at all. But the way the kids I was working with lit up when they talked about it, I had to try it. By the end of the first chapter I was completely gone. I closed the book, turned to the person sitting next to me and said, "This book just changed my life."

Harry's school, Hogwarts, opened up a world of freedom and childlike wonder for me. But I grew frustrated. If Harry Potter were in our world, he'd do more than talk

about Harry Potter. I thought we should fight injustice in our world, the way Harry did in his. After all, Harry literally starts an activist group called Dumbledore's Army.

And so I asked, "What if all Harry Potter fans were to become a Dumbledore's Army for our world and wake our media and governments to ending genocide in Darfur? What if we created an organization that uses parallels from Harry Potter to inspire hundreds of thousands of fans to act as heroes in our world?"

How can librarians get involved in your advocacy work? By participating in and promoting our national campaigns, providing local HPA chapters with space for meetings and events, and even starting their own chapters via our brand-new library chapters pilot program.

Can you tell us where the library chapters of HPA are being formed? At the moment, our library chapters pilot program is just getting off the ground. Our first two participants are library systems in Phoenix and Oklahoma City. We plan to expand our pilot program in coming months and eventually build a national network of library-based chapters.

In fiction, and in real life, it's easy to paint people as "good" or "bad," but the characters in Harry Potter are more complex. Following that example, how do you address issues without relying on stereotypes or oversimplification? That's a real challenge, and I'm not sure we always succeed. Harry Potter teaches what many great teachers from a diverse set of traditions have taught: Love is the most ancient and powerful form of magic in our world.

Like Harry, we can truly do what the Dark Lord had no comprehension of: We can love in spite of, and because of, loss. The power of expressing that love is at the heart of our world's deepest fantasy. And since fantasy is not an escape from reality but an invitation to go deeper into it, love is at the heart of all reality.

the process of building the guide, creating criteria, scoring vendors, and planning for its future.

ThinkFit in Philly

Saturday, January 25, 7–8 a.m. Get a boost from this 60-minute resistance-band workout, led by certified local instructors from Weston Fitness and sponsored by Innovative Interfaces. Equipment will be provided and is yours to keep as part of the ThinkFit package. Tickets: \$15.

Celebrate our future

Saturday, January 25, 8–10 p.m. Enjoy live entertainment and make new connections at the **ALA–Allied Professional Association’s (ALA–APA) Networking Reception and Fundraiser**. Proceeds support promoting “the mutual professional interests of librarians and other library workers” through research, advocacy, and enabling the certification of individuals in specializations beyond the initial professional degree. Tickets: \$50.

Emerging Leaders workshop

Friday, January 24. This year’s class of Emerging Leaders launches a year of action with a full-day workshop focused on leadership development. Members of the Emerging Leaders program represent the best new librarians in the field, and many are sponsored by an ALA division, office, or round table. The new class will select their projects and begin planning the rest of their EL year.

Institutes for Professional Development

Topical Pre-Midwinter Institutes and symposia offered by ALA divisions, offices, and round tables cover key areas, from online learning and web applications and analysis to advocacy and career development. Visit

alamidwinter.org/ticketed-events for more information.

ALA JobLIST Placement Center

Saturday and Sunday, January 25 and 26, 9 a.m.–5 p.m. Sponsored by the ALA Office for Human Resource Development and Recruitment. Job seekers and potential employers can preregister and learn more at joblist.ala.org/placementcenter.cfm.

Put it all together at Library Camp

Monday, January 27, 3:30–5 p.m. Bookend your Midwinter experience at Library Camp. Discuss anything

library- or conference-related with a focus on reflecting on what inspired you. Come prepared to share your experiences or lead an informal discussion on a topic of your choice. Everyone is welcome.

Connect the dots

Make connections at the Networking Uncommons, a dedicated area at the convention center where attendees can have a quick meeting, polish presentations, follow up on discussions, or just recharge. There is free Wi-Fi, a projector and screen, and various multimedia gadgets to help push content out in real time. Sign up for a time slot or just show up. ■



FRIDAY, JANUARY 24

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

SATURDAY, JANUARY 25

- 8–10:30 a.m., Council Orientation Session
- 11 a.m.–noon, F&A Meeting
- Noon–1 p.m., BARC Meeting
- 3–4:30 p.m., ALA Council/Executive Board/Membership Information Session
- 4:30–5:30 p.m., Presidential Candidates Forum

SUNDAY, JANUARY 26

- 8:30–11 a.m., ALA Council I

- 11–11:30 a.m., ALA-APA Information Session and Council
- 1–2 p.m., Planning and Budget Assembly
- 2–2:30 p.m., BARC/Division Leaders
- 8:30–10 p.m., Council Forum I

MONDAY, JANUARY 27

- 10 a.m.–12:15 p.m., ALA Council II
- 12:30–1:30 p.m., Executive Board Candidates Forum
- 2–4:30 p.m., ALA Executive Board II
- 8:30–10 p.m., Council Forum II

TUESDAY, JANUARY 28

- 9:30 a.m.–12:30 p.m., ALA Council III
- 1:30–4:30 p.m., ALA Executive Board III

Caldecott & Newbery

A spotlight on past winners



“Winning the Caldecott, a completely unexpected event, brought the obvious rewards of recognition and opportunities for interesting illustration projects. However, the most valuable result has been an appreciation of the collaboration of author, book designer, illustrator, and editor that make a good book.”—*Mary Azarian: Snowflake Bentley (1999).*



“Over the years the pleasure I continue to take from the Caldecott committee’s decision has actually grown. The fact that I have a medal with my name on it reassures and challenges me to push the boundaries, to test myself with each new project. Some honors just have longer and more meaningful lives than others.”—*David Macauley: Black and White (1991).*

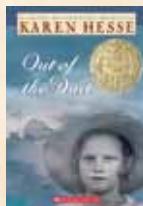


“As I continued working [after winning the Caldecott] I occasionally caught myself wondering, for the first time, how my now ‘vast’ audience would react to my new effort. These ruminations were inhibiting and antithetical to my creative process. So, while I feel both honored and grateful to be a Caldecott



medalist, whenever I sit down to work I try my best to forget I am one.”—*Chris Van Allsburg: The Polar Express (1986).*

“Whether I am knitting dolls, writing poetry, or hiking in the snow-hushed woods, a thrill will sometimes rise in me unexpectedly at the memory of my Newbery experience. And though my career (and life in general) has brought me an astonishing array of gifts, my elation at being the recipient of a Newbery Medal remains undiminished.”—*Karen Hesse: Out of the Dust (1998).*

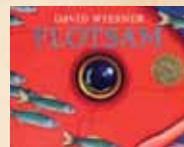


“I’d rather my characters chime in on what the Newbery medal has meant to them. ‘Something fishy about that coin,’ recalled Rotten Ralph, ‘I put it in a Vegas slot machine and all I won were a bunch of origami guppies.’ And Miss Volker wrote in the *Norvelt News*, ‘It’s a shame Eleanor Roosevelt isn’t still alive to see how Winning the Newbery will forever make January 23, 2012, the most glorious Day in Norvelt’s Literary History!’”—*Jack Gantos: Dead End in Norvelt (2012).*



“The full impact of being awarded the Caldecott Medal hit me the first time I saw one of those large

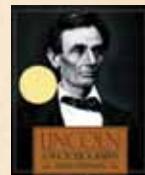
posters showing all the covers of the winning books. There was my book at the end of that group of amazing works! The realization that I was now forever a part of the history of children’s books was a startling and profound feeling.”—*David Wiesner: Tuesday (1992), The Three Pigs (2001), and Flotsam (2007).*



“I was startled to find that [winning the Newbery] seemed to imply that I was a source of wisdom, suddenly, when actually I felt no different, no wiser, than I had ever been. But overall, what remained, and still remains, is the fact that my work was given a level of respect that has been very heartwarming and for which I have been, and remain, grateful.”—*Lois Lowry: Number the Stars (1990), The Giver (1994).*



“I have always considered my Newbery award the luckiest thing that ever happened to me, and professionally, the most liberating. It has given me the confidence to write about any subject that interests me and that I think will interest my readers, from Confucius to Martha Graham.”—*Russell Freedman: Lincoln: A Photobiography (1988).*





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Little Nonna's homestyle Italian is enhanced by its cozy setting.



Fine Dining, *Billy* Style

Your dining guide to Midwinter 2014

By Elisa Ludwig

Populist to the core, Philadelphia's vibrant food scene doesn't leave anyone out. You are more likely these days to encounter a cozy chef-run restaurant than a white tablecloth meal with a sommelier close at hand (though we have these, too). Gastropubs with burgers and microbrews abound. For the bargain conscious, there are trendy food trucks, cutting-edge cafés, and ethnic storefronts of every variety. Eating your way through Philly could take more than a few days, but the following are some surefire suggestions, starting with establishments closest to the Convention Center followed by those that are farther out—reachable by foot, bus, or cab.

Center City East and Close to the Convention Center

AMIS

215-732-2647 amisphilly.com
412 S. 13th St.

Chef Marc Vetri has built an internationally renowned career on reinventing Italian cuisine in Philly (see his eponymous Vetri, Osteria, Alla Spina, and Pizzeria Vetri restaurants). The third in his family of restaurants, Amis is an airy but luxe trattoria specializing in Roman fare: swordfish meatballs with polenta, homemade salami, and pappardelle with oxtail ragú.

B (Sun), D daily \$\$\$

Good for small groups

BANANA LEAF

215-592-8288
bananaleafphilly.com
1009 Arch St.

For both the Malaysian-craving diner and the uninitiated, the bustling Banana Leaf makes the layered flavors of this remarkable cuisine accessible and affordable. Recommended dishes: achat (pickled veg-

etables), nasi lemak (coconut rice), and clay pot curries. With hours until 1 a.m., it also makes a great late-night stop-off.

L, D daily \$

Good for large groups



BARBUZZO

215-546-9300
barbuzzo.com/barbuzzo
110 S. 13th St.

Part of the 13th Street corridor of businesses owned by power couple Marcie Turney and Valerie Safran, Barbuzzo is an intimate trattoria, handsomely furnished with salvaged wood and Italian marble. Boutique European wines are paired with Mediterranean eats like pizza with Brussels sprouts, guanciale, fior di latte, truffled egg, and parsnip ravioli with braised duck and pear. The

salted caramel budino is the stuff of national media legend. Reservations are highly recommended.

L (M-F), D daily \$\$

Good for small groups

CAPOGIRO

215-351-0900 capogirogelato.com
119 S. 13th St.

Their gelati and sorbetti are served in New York restaurants, but Capogiro's ingenious flavors such as bourbon butterscotch, grapefruit with Campari bitters, and marshmallow are made in Philly with local ingredients. The café is also a great place for a panini lunch, espresso, or organic yogurt. Additional locations are in West Philadelphia and Center City West.

B, L daily \$

Good for small groups

CHEU NOODLE BAR

267-639-4136 cheunoodlebar.com
255 S. 10th St.

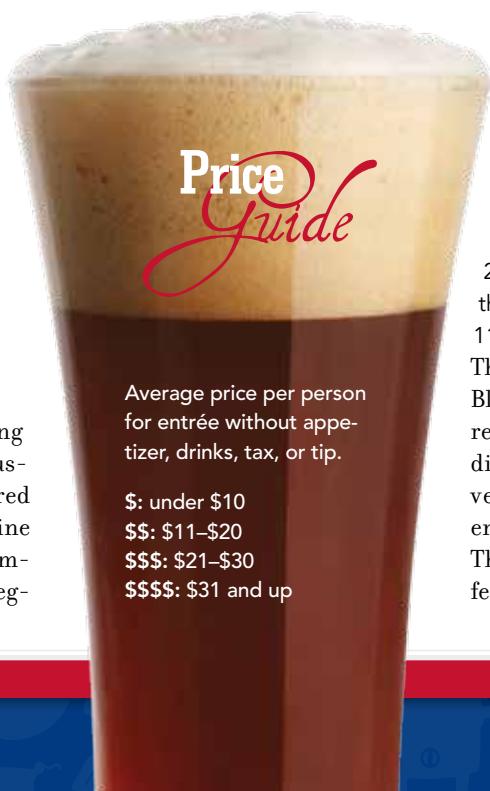
Exemplifying the edgy spirit of young Philly chefs, Cheu cooks up a funky fusion of Asian flavors: smoked fish "ribs" with miso truffle potatoes, brisket ramen with matzo balls, and kim chi and coconut curry ramen with squash, broccoli, and peanut sambal. Sidle up to the bar and watch the chefs do their magic in the open kitchen. Seating is limited; walk-in only.

L (M-F), D daily \$\$

THE FARM AND FISHERMAN

267-687-1555
thefarmandfisherman.com
1120 Pine St.

This elegant restaurant from a former Blue Hill at Stone Barns chef is the real farm-to-table deal. The classic dish is the "bloody" beet steak, a vegetarian appetizer that packs enough umami to satisfy a meat eater. The daily updated menu may also feature a poached egg over polenta



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

\$: under \$10

\$\$: \$11–\$20

\$\$\$: \$21–\$30

\$\$\$\$: \$31 and up

with wild boar shoulder or sweet potato wellington. The Farm and the Fisherman is a BYOB (bring your own bottle) restaurant, but the nearest wine and spirits store is on 12th and Chestnut streets. Reservations strongly recommended.

D daily \$\$\$
Good for small groups



FEDERAL DONUTS
215-665-1101 federaldonuts.com
1632 Sansom St.
Who could turn down excellent coffee, fried chicken, or artisan donuts? Federal Donuts does all three deli-

ciously. The Korean-style chicken is seasoned with dry spice such as buttermilk ranch or a sticky glaze such as honey-ginger. The changing donut selection may include sticky bun, strawberry-lavender, or banana cream pie. Seating is limited. Mostly takeout. Get there early (they open at 7 a.m.) for the best experience—the place shuts down as soon as the chicken and donuts sell out.

L daily \$

KANELLA
215-922-1773
kanellarestaurant.com
1001 Spruce St.
Offering a rare glimpse at Cypriot cuisine, Kanella is a modest BYOB with big flavors: bureki pastry stuffed with feta and thyme and drizzled with thyme-honey, goat chop with dolmades, and pistachio crème brûlée. The mezze dinner, served on Sundays, is outstanding. The nearest wine and spirits store is on 12th and Chestnut streets. Reservations strongly recommended.

B, L (F–Sun), D daily \$\$\$
Good for small groups

LITTLE NONNA'S
215-546-2100
littlenonnas.com/littlenonnas
1234 Locust St.

The South Philly red sauce cuisine your grandma might have made in her lace-curtained row home is updated at Little Nonna's. Think linguini with clam sauce and stuffed shells, made with fresh, farm-sourced ingredients. Wash it all down with an original cocktail like the Sgroppino (lemon basil water ice, vodka, and pro-secco) or the house bottled Negroni. Reservations recommended.

L (M–Sat), D daily \$\$

LOVE PARK
16th St. and JFK Blvd.
Philly's food truck scene is exploding with great ideas and fresh talent, and this park, crowned by an iconic Robert Indiana sculpture, is a convenient place to patronize some of the best: Dapper Dog (hot dogs), Pitruco Pizza, Lucky Old Souls gourmet burgers, Sweet Box desserts and shakes, and Mini Trini (Trinidadian cuisine), among others. Available trucks may change. Check the Lunch in Love park vending calendar at phila.gov/parksandrecreation for the latest.

L daily \$

MORIMOTO
215-413-9070
morimotorestaurant.com
723 Chestnut St.
In his futuristic lair (there's a sibling restaurant in New York), Iron Chef Masaharu Morimoto whips up contemporary spins on traditional Japanese eats, such as rock shrimp tempura with spicy aioli, and "surf and turf" with Kobe beef and hama-chi ribbons. The omakase, or chef's tasting menu, is the ultimate way to experience his ingenuity.

L, D daily \$\$\$
Good for small and large groups

OYSTER HOUSE
215-567-7683 oysterhousephilly.com
1516 Sansom St.
The buck-a-shuck happy hour (featuring \$3 drafts and shooters and \$5 signature cocktails) is a longstanding local tradition, and there's no finer place in town to indulge in seafood, whether it's an old-school snapper turtle soup or a new-school seared scallop over apple and fennel purée. A New England-style clambake "dump dinner" is available for parties of six or more with advance notice.

L, D (M–Sat) \$\$\$
Good for small and large groups



Clams and linguini at Little Nonna's.

PARC

215-545-2262 parc-restaurant.com
227 S. 18th St.

From the imported mosaic tiling and rattan sidewalk chairs overlooking Rittenhouse Square to the perfect omelets, escargot, and quiches, Stephen Starr's Parc does the French bistro right. It's also an equally good place to people-watch over a Vietnamese coffee, citron pressé, or French 75. Open all day.

B, L, D daily \$\$\$

Good for small and large groups



PENNSYLVANIA 6

267-639-5606
pennsylvania6philly.com
114 S. 12th St.

Approximating the luxurious feel of old-time supper clubs, Penn6 is swathed in red banquettes, black-and-white photography, and rich wood. Enjoy modern and classic delicacies such as a seafood plateau and Carolina gold rice pudding with roasted figs. Gluten-free options are available.

L (M-F), D daily \$\$\$

Good for small and large groups

RANGOON

215-829-8939 rangoonrestaurant.com
112 N. 9th St.

A Chinatown institution, Rangoon wows diners with its seemingly endless menu of Burmese dishes, alternately reminiscent of Indian curries, Chinese stir-fries, and Thai hot pots. Not to be missed are the thousand-layer bread, the spring ginger salad, and the farluda, a rose-syrup "milkshake" with tapioca pearls.

L, D daily \$

Good for small groups



Shuck a dozen at Oyster House, or dive into the restaurant's famous snapper turtle soup.

READING TERMINAL MARKET

215-922-2317
readingterminalmarket.org

12th and Arch Sts.

Directly across from the Convention Center lies one of Philly's greatest culinary treasures. This indoor bazaar houses local delicacies, ranging from Amish sticky buns and scrapple to cheesesteaks and hoagies, plus all manner of kitchenware, plants, souvenirs, and gifts. Just about any other cuisine—Jewish deli, Thai, Cajun, German, hot dogs—can also be found here. The only limits are your stomach and your patience with the crowds.

B, L daily \$-\$\$

SBRAGA

215-735-1913 sbraga.com
440 S. Broad St.

Sumptuous prix-fixe dinners (four courses for \$49 and six courses for \$75, with an optional beverage pairing) are the focus at *Top Chef* winner Chef Kevin Sbraga's eponymous restaurant, but à la carte meals are served at the bar. Sbraga's love of seasonal ingredients and sense of humor are evident in his deconstructed roast pork sandwich with provolone bread pudding and "dirt

pudding" dessert, replete with gummy worms.

D (M-Sat) \$\$\$\$

STRANGELOVE'S

215-873-0404
strangelovesbeerbar.com
216 S. 11th St.

A relative newcomer to the thriving gastropub scene, Strangelove's adds a trendy Southern accent to the proceedings, with plenty of vegan options. Specialties include popcorn with Cotija cheese and brown butter, burgers with fried green tomato, and meatless chorizo tostadas. There are no less than 18 seasonal beers on tap as well as two cask selections. The kitchen stays open until 2 a.m. and brunch is served on weekends.

L, D daily \$\$

Good for small and large groups

TALULA'S GARDEN

215-592-7787 talulasgarden.com
210 W. Washington Sq.

The roomier sibling to a renowned Kennett Square restaurant offers a more accessible route to exquisitely fresh and seasonal fare. Atypical menu might include salmon salad with "everything" dressing, herb-baked line-caught bluefish with potato

gnocchi, and dark chocolate “s’mores” cake with smoked ice cream. The cheese course is a must. Reservations recommended.

D daily, Brunch (Sun) **\$\$\$\$**
Good for small and large groups

TERAKAWA RAMEN

267-687-1355
terakawaramenphilly.com
204 N. 9th St.

Handmade noodles and quality ingredients are the draw at this diminutive Chinatown hideaway. Some of the variations include miso (with pork and chicken broth, crisp bean sprouts, kikurage mushroom, and egg) and mayu (pork bone soup with bamboo, roast pork, and dark roasted leeks). Curry platters, gyoza, buns, and tempura are also available. Seating is limited.

L, D daily **\$**

TRIA CAFÉ

215-629-9200 triacafe.com
1137 Spruce St.

Fermentation is the thing at Tria Café, where the emphasis is on wines by the glass, artisan cheese, and inter-

national beer. In addition, there’s a very good menu of small plates and light bites—rosemary potato chips with herbed aioli, smoked duck salad with poached cherries, and brioche bread pudding with banana, caramel, and honey mascarpone. Reservations are not accepted, but there’s a second location to try in the Rittenhouse Square area if this one is busy.

L, D daily **\$\$**
Good for small groups

VEDGE

215-923-6117 vedgerestaurant.com
1221 Locust St.

The carnivorous and vegan cognoscenti alike gather at Vedge, a stylish townhouse bistro that puts vegetables at the center of the plate. Carrots cooked “shwarma style” and roasted maitake mushroom with celery root fritter showcase chef Rich Landau’s creativity, while the dairy-free desserts crafted by his wife Kate Jacoby, like the “cheesecake” with quince gel and butternut squash “ice cream,” are a marvel. Craft beer, wine, and specialty cocktails are the icing on the cruelty-free cake. Reservations

highly recommended.
D (M–Sat) **\$\$**
Good for small and large groups

VETRI

215-732-3478 vetriristorante.com
1312 Spruce St.

It’s one of the ultimate dining experiences in Philadelphia, ideal for special occasions but awe-inspiring at any time. The nightly \$155 tasting menu (it’s prix fixe only) might list diver scallop with vin santo and apricot, an impossibly delicate sweet onion crepe with white truffle, or a molten chocolate polenta soufflé. With an intimate atmosphere and a stellar wine list, it’s worth every penny. Reservations required.

D (M–Sat) **\$\$\$\$**
Good for small groups

VIETNAM

215-592-1163 eatatvietnam.com
221 N. 11th St.

Fast, cheap, and good are not mutually exclusive at this longtime Chinatown favorite. Order a steaming bowl of vermicelli topped with a spring roll, a crispy rice flour crepe, or pork over broken rice, and it’ll arrive almost before you’re finished ordering. A great place to test your chopsticks if you’ve never sampled Vietnamese fare before.

L, D daily **\$**
Good for small and large groups



Fine wine, artisan cheese, and small plate delicacies are on the menu at Tria Café.



ZAVINO

215-732-2400 zavino.com
112 S. 13th St.

The atmosphere is urbane at Zavino’s

marble-topped bar in Midtown Village (a second location is on tap for University City), and the eats—pizza with toppings like béchamel, local mozzarella, and Kennett Square mushrooms, and antipasti (cured meats, oven-roasted Brussels sprouts, artisan cheeses)—are authentic yet on trend. Reservations are not accepted. L, D daily \$\$

Further Afield

Fairmount

LA CALACA FELIZ

215-787-9930 lacialacafeliz.com
2321 Fairmount Ave.

Modern Mexican fare with a traditional flavor foundation is served at this festive restobar with Day of the Dead-themed décor. Specialties include fresh fruit margaritas and cocktails, corn-based tlayuda flatbreads, and plantain-crust fish tacos. Brunch (Sun), D daily \$\$

Good for small and large groups

South Street/Society Hill

BISTROT LA MINETTE

215-925-8000 bistrotlaminette.com
623 S. 6th St.

Chef Peter Woolsey, who studied at Le Cordon Bleu in Paris, and his wife Peggy, who hails from Dijon, preside over this charming and authentic bistro on the cusp of Bella Vista. Try the mustard-braised rabbit or leek ravioli and tarte Tatin for dessert. L (Sat, Sun), D daily \$\$\$

Good for small and large groups

JAMAICAN JERK HUT

215-545-8644 jajerkhut.com
1436 South St.

The flavors of the Caribbean come alive at the rustic Hut, which serves up hearty plates of jerk chicken, curry goat, and brown stew fish with rice and peas and plantains. BYOB or sample the homemade ginger beer. L (M–Sat), D daily \$

ZAHAV

215-625-8800
zahavrestaurant.com
237 St. James Place

Michael Solomonov's nationally lauded homage to Israeli fare explores its eclectic influences with shared plates of Eastern European smoked fish over challah with fried egg, Yemenite chicken soup with baby turnips, and Tunisian-style trumpet mushrooms. Private rooms available for large groups; reservations recommended. D daily \$\$

Good for small and large groups



Old City

FORK

215-625-9425 forkrestaurant.com
306 Market St.

Leading the late-1990s dining revolution in Philly, Fork established itself with an inventive New American bistro menu. Today, it continues to surprise and delight, now with the help of Chef Eli Kulp, who whips up charred octopus with thrice-cooked potatoes, grilled corn gnudi, and suckling pig with pear and kohlrabi. Next door, at High Street on Market, he serves casual breakfast and lunch as well as special family-style dinners.



L (W–F); D daily (High Street on Market's hours include daily breakfast and lunch) \$\$\$\$
Good for small and large groups

HAN DYNASTY

215-922-1888 handynasty.net
123 Chestnut St.

The largest in a regional mini-chain of Szechuan BYOBs, Old City's Han Dynasty thrills visitor palates with endorphin-spiking chile-laden dishes like dry-pot fish, tofu with ground pork, and rabbit in peanut sauce. A late-night menu offers street-food specialties. Reservations are recommended.

L, D daily \$\$
Good for small and large groups

Rittenhouse Square

HIPCITYVEG

215-278-7605 hipcityveg.com
127 S. 18th St.

Cementing Philly's rep as a vegan-friendly town, HipCityVeg's fast food menu features meatless burgers (the Ziggy's made with smoked tempeh and a Big Mac-esque special sauce), dairy-free shakes, and diversely accented salads. Mostly takeout; seating is limited.

L, D daily \$



Graduate Hospital

HONEY'S SIT 'N EAT

215-925-1150 honeyssitneat.com
800 N. 4th St.

This homey hipster hideaway with locations in Graduate Hospital and Northern Liberties charms with its fusion of Southern and Jewish fare. Think ample portions of chicken-fried steak, fresh biscuits, and giant crispy latkes. No reservations; go early to avoid the lines during brunch time.

B, Brunch, L daily \$

A Bit Further Still

Chestnut Hill

MICA

267-335-3912 micarestaurant.com
8609 Germantown Ave.

It's worth the small trek to see the charming cobblestone streets of Chestnut Hill and this exquisite fine dining establishment. Chef Chip Roman dabbles in molecular gastronomy with cross-ethnic ingredients—try the blue crab agnolotti with saffron and pernod or the tilefish with preserved lemon and charred eggplant.

D (W–Sun) \$\$\$\$

Good for small groups

Fishtown

PIZZA BRAIN

215-291-2965 pizzabrain.org

2313 Frankford Ave.

It's the world's first pizza museum and shop, with more than 550 artifacts in rotation. The parlor portion serves its own gas-oven-fired pies with unorthodox but sustainably sourced toppings. Good times and good eats for all. For dessert, stop by the equally vegan-friendly Little Baby's Ice Cream next door. (A scoop of chocolate salt malt or smoked peanut, anyone?)

L, D daily \$\$

South Philadelphia



LE VIRTU

215-271-5626 levirtu.com
1927 E. Passyunk Ave.

Deep in the heart of South Philly, Le Virtu is a cheerily decorated Abruzzi-style trattoria, serving lovely wines, exquisite homemade pastas, and pitch-perfect entrées like grilled whole fish over lemon potato purée. Reservations strongly recommended.

D daily \$\$\$

Good for small and large groups

PAESANO'S

215-440-0371
paesanophillystyle.com
1017 S. 9th St.

Don't repeat this, but you could probably skip the prototypical cheesesteak pilgrimage and go straight to this chef-run sandwich shop where hoagies are stuffed with pistachio-studded mortadella and the tuna subs throw herb-cheddar spread, roasted tomatoes, and chips into the mix. That's not even mentioning the divine namesake,

which layers brisket, fried egg, provolone, and horseradish mayo. (A second location is in Northern Liberties.) Mostly takeout.

L daily \$

West Philadelphia/ University City

JG DOMESTIC

215-222-2363 jgdomestic.com
2929 Arch St.

All of Iron Chef José Garces's restaurants (see garcesgroup.com) are worth a visit, but this flashy space in the Cira Centre focusing on regional American cuisine is his most versatile for everyday eating—dayboat scallops with kohlrabi remoulade, wood-oven flatbread with truffles and egg, and one of the best burgers in town. By night, the menu is limited to bar food, and it's a great value.

L, D (M–F) \$\$

Good for small and large groups

MARIGOLD KITCHEN

215-222-3699
marigoldkitchenbyob.wordpress.com
501 S. 45th St.

Molecular gastronomy thrives in a well-appointed town home in West Philadelphia where Grant Achatz protégé Robert Halpern breaks out the liquid nitrogen on a nightly basis. The menu is all prix fixe all the time, and a given night might bring gazpacho "dippin dots," roasted corn ravioli with chocolate salt, or lemon poppyseed donut holes. BYOB. The nearest wine and spirits store is at 49th Street and Baltimore Avenue.

D (T–Sat) \$\$\$\$

Good for small groups ■



ELISA LUDWIG is a Philadelphia-based freelance writer and author of the *Pretty Crooked* trilogy (Katherine Tegen/HarperCollins).

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Currents

- October 7 **Christine Angeli** became director of Milford (Conn.) Public Library.
- November 4 **Katie Blank** became electronic records manager for Raynor Memorial Libraries' Special Collections and University Archives at Marquette University in Milwaukee.
- October 1 **Adam Dodd** became head of the web developer group at the University of North Carolina at Chapel Hill Health Science Libraries.
- January 10 **Jean Elderswind** is retiring as administrator of the Carroll and Madison County (Ark.) Library System.
- November 4 **Maria Elia** became processing archivist in the Poetry Collection at University at Buffalo (N.Y.) Libraries.
- September 16 **Esmeralda Fisher** became director of communications for University of Houston Libraries.
- September 9 **Lisa Gregory** became digital projects librarian for the North Carolina Digital Heritage Center at the University of North Carolina at Chapel Hill.
- November 18 **Eric Howard** became assistant director of Palo Alto (Calif.) City Library.
- September 16 **Cynthia Landrum** became assis-



Jeanne Goodrich



Cynthia Landrum



Sonal Rastogi



Brian Shepherd

tant director for public services at the Oak Park (Ill.) Public Library.

■ October 7 **Tyne Lowe** became senior library technician at Miami University's Wertz Art and Architecture Library in Oxford, Ohio.

■ October 1 **Dawne Lucas** became special collections librarian at the University of North Carolina at Chapel Hill Health Science Libraries.

■ December 31 **Mary Jane Mannherz** retired as director of Margaret R. Grundy Memorial Library in Bristol, Pennsylvania.

■ November 1 **Elizabeth McCraw** became special collections and humanities cataloger at the University of North Carolina at Chapel Hill's Wilson Special Collections Library.

■ November 1 **Patricia Morris** became coordinator of library research at Florida Gateway College in Lake City.

■ November 15 **Jennifer J. Natale** became academic resident librarian at Miami University Libraries in Oxford, Ohio.

■ December 31 **Lee O'Brien** retired as associate director of Cecil County Public Library in

Elkton, Maryland.

■ October 28 **Suzanne Olawski** became deputy director at Berkeley (Calif.) Public Library.

■ October 10 **Cynthia Parkhill** became educational assistant in the library media center at Bellview Elementary School in Ashland, Oregon.

■ December 13 **Dorothy Peppard** retired as children's librarian at Hadonfield (N.J.) Public Library.

■ October 14 **Sonal Rastogi** became director of libraries at Norfolk (Va.) Public Library.

■ November 4 **Mary Rieder** became coordinator of acquisition and discovery services at Marquette University's Raynor Memorial Libraries in Milwaukee.

■ In December **Lambert Shell** became director of Danbury (Conn.) Public Library.

■ October 28 **Brian Shepherd** became director of Indian Trails Library District in Wheeling, Illinois.

■ November 1 **Tom W. Sloan** became executive director of the Mid-Hudson Library System in

CITED

- October 17 Durham County (N.C.) Library Director **Tammy Baggett** won the North Carolina Library Association's Roundtable for Ethnic Minority Concerns Roadbuilders' Award for Public Librarianship for 2013.
- Las Vegas–Clark County (Nev.) Library District Executive Director **Jeanne Goodrich** was named 2013 Librarian of the Year at the 68th annual Nevada Library Association Conference.
- Kansas City (Mo.) Public Library Director **Crosby Kemper III** was named 2013 Public Administrator of the Year (for the nonprofit category) by the Greater Kansas City Chapter of the American Society for Public Administration.
- **Robert C. Maier** won the New England Library Association's 2013 Emerson Greenaway Distinguished Service Award for Librarianship.

Poughkeepsie, New York.

■ November 1 **Lori Ward Smith** became director of Jackson-George Regional Library System in Pascagoula, Mississippi.

■ November 1 **Denise Soufi** became Middle Eastern cataloger at the University of North Carolina at Chapel Hill Library.

■ November 30 **Thomas Stave** retired as head of the document center and subject liaison to the departments of International Studies and Planning, Public Policy, and Management at the University of Oregon Libraries after 34 years of service.

■ November 1 **Claudia Sumler** retired as public services administrator for Harford County (Md.) Public Library.

■ November 17 **Porcia Vaughn** became biology and biochemistry librarian at University of Houston Libraries.

■ September 1 **Brent Wagner** became department chair of the Alfred M. Bailey Library and Archives at the Denver (Colo.) Museum of Nature and Science.

■ October 12 **Eric D. Weaver** became library associate at Miami University's Amos Music Library in Oxford, Ohio.



Tom W. Sloan



Denise Soufi

OBITUARIES

■ November 5 **Virginia Albright**, 85, former director of the East Lansing (Mich.) Public Library, died.

■ September 19 **Linda Brooks Burton**, 51, southeast district manager for the San Francisco Public Library (SFPL) and managing librarian at the Bayview branch, died. In more than 30 years with SFPL, Burton cofounded the Bayview Footprints Network of Community Building Groups and the Bayview History Preservation Project to build an archive of materials about African-American migration to the area and other aspects of local history.

■ October 19 **Miriam "Mimi" Chapman**, librarian at the Ypsilanti (Mich.) District Library, died. In her 33 years of service at the library, she served as an adult services librarian, branch manager, interim director, and head of acquisitions.

■ November 22 **Ardath A. Danford**, 83, former director of the Toledo-Lucas County (Ohio) Public Library, died.

■ December 1 **Lorna Donley**, 53, librarian and former archival specialist at the Harold Washington Library Center in Chicago, died. Donley was a member of the post-punk band DA! in the early 1980s.

■ November 14 **Dena Epstein**, 96, former assistant music librarian at the University of Chicago, died. Epstein documented the history of black

American music, including the African origin of the banjo. She was president of the Music Library Association from 1977 to 1979.

■ October 29 **Catherine Romanelli**, 87, former director of Sachem Public Library in Holbrook, New York, died.

■ November 25 **Sylvia Royt**, a retired former ALA staff member, died. She was employed from 1969 to 1984 in ALA Publishing. Her last position was that of rights and permissions editor.

■ November 1 **Anita Ladden Rudolf**, 90, former head librarian at Norwalk (Conn.) High School, died.

■ October 2 **Ann Wolpert**, 70, director of libraries at Massachusetts Institute of Technology for 17 years, died.

■ November 9 **Bohdan Stephan Wynar**, 87, founder of publishing company Libraries Unlimited, died. Born in Ukraine, he emigrated to the US and earned an MLIS from the University of Denver, where he later taught. He authored many books in library science, including *Introduction to Cataloging and Classification*. He also created the renowned guide to reference works, *American Reference Books Annual*. Wynar received the Isadore Gilbert Mudge Award for his distinguished contributions to reference librarianship in 1977.

At ALA

■ November 15 **Angela Hanshaw**, program officer and web editor in the Public Programs Office, left ALA.

■ October 11 **Megan Humphrey**, manager, Campaign for America's

Libraries/Public Information Office, left ALA.

■ October 16 **Brian Russell** became program coordinator in the Public Programs Office.

■ November 4 **Kristen Sutherland** became Asso-

ciation for Library Service to Children program officer for continuing education.

■ October 10 **Russ Swedowski**, manager of financial reporting in the accounting department, left ALA. ■

Send notices and color photographs for *Currents* to Mariam Pera, mpera@ala.org.

Thank You! 2013–2014 Library Champions



The American Library Association would like to thank the following organizations and businesses that have provided financial support to The Campaign for America's Libraries and the @your library® brand. Through the collective power of the Library Champions, ALA is able to increase its public awareness efforts through a comprehensive national media effort that educates the public about the value of libraries and librarians during national library recognition weeks such as National Library Week, as well as offering free resources to libraries such as

downloadable television, radio, and digital PSAs—all of which can be tailored by all types of libraries.

Building on the legacy of selected corporation and foundation supporters who joined together to advocate for libraries and the library profession in the 1990s, The Campaign for America's Libraries is now a highly recognized movement of individuals, corporations, and foundations that believe in the importance and impact of libraries as information, learning, and community centers.

To learn more about Library Champions and The Campaign for America's Libraries, please visit: <http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary> and <http://www.ala.org/offices/librarychampions>.

To learn more about how you can join with other Library Champions to help ALA speak up and speak out on behalf of libraries, please contact the ALA Office of Development at 800-545-2433, extension 5050, or development@ala.org.

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

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Demco provides solutions for libraries and schools, helping them meet their individual needs. From everyday supplies to innovative library spaces, our unique family of brands provides the products and services needed to create an imaginative learning environment that's full of possibilities. Our goal is to help libraries evolve by working with them to anticipate future needs, as well as making them more functional, attractive, and user friendly today. Our commitment to serving libraries and librarians extends to our support of programs like the Library Champions, and our participation at ALA Conferences.

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Tim Collins, President

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

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Ron Mabed, CEO

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Jude Hayes, Manager of Consortia Sales, Academic & Library Solutions

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Judy Blume serves as Honorary Chair, National Library Week 2014

One of America's most beloved authors, Judy Blume, has been named Honorary Chair of National Library Week 2014 (April 13–19). A longtime champion of children's education and advocate of intellectual freedom, Blume has given a voice to young people coming of age through her books, *Are You There God? It's Me, Margaret*; *Margaret*; *Just as Long as We're Together*; and the five-book series about the irrepressible Fudge. More than 82 million copies of her books have been sold, and her work has been translated into 32 languages. Blume is the founder and trustee of The Kids Fund, a charitable and educational foundation.



In 2014, ALA plans to create free PSAs featuring Judy Blume that libraries can provide to their local media outlets or post on their own websites.

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

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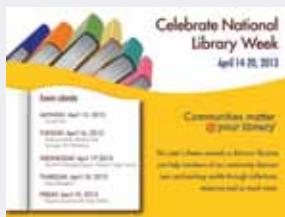
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The mission of Sisters in Crime is to promote the professional development and advancement of women crime writers to achieve equality in the industry. Sisters in Crime has 3,600 members in 48 chapters worldwide, offering networking, advice, and support to mystery authors. The organization includes authors, readers, publishers, agents, booksellers, and librarians bound by our affection for the mystery genre and our support of women who write mysteries. Sisters in Crime was founded by Sara Paretsky and a group of women at the 1986 Bouchercon in Baltimore.

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The Library Corporation, a family-owned business founded in 1974, provides automation solutions for more than 4,500 libraries worldwide. TLC's automation and cataloging products and services include Library·Solution®, Library·Solution® for Schools, CARL·X™, LS2 PAC, LS2 Kids, LS2 Staff, LS2 Mobile Web, eBiblioFile, ITS·MARC®, and Boundless—all backed by an unparalleled level of customer support and assistance. TLC is proud to support the Library Champions program, which recognizes the achievements of individual librarians while increasing public awareness and promoting advocacy programs.

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Dr. Vinod Chachra, President & CEO, VTLIS, Inc.

VTLIS started in the library automation business in 1975. This year, VTLIS Inc. enters its 29th year as an independent corporation. Consistently in the forefront of library automation and information technology, VTLIS has provided innovative software, custom solutions, and superior service to the global library community. VTLIS's Virtua now supports RDA, FRBR, and linked data. RDA-compliant cataloging tools and user interfaces are provided in the Virtua ILS and custom Drupal modules are available for both Virtua and VITAL digital asset management software. The company has experienced continual growth since incorporation and now has about 2000 users in 45 countries. VTLIS remains independent, debt free and profitable. Maintaining a steadfast commitment to both development and customer service, VTLIS devotes 40 percent of its corporate resources to research and development and another 30 percent to customer support. Its independence and growth testify not only to the success of its corporate vision but also to the fulfillment of its stated mission to develop, market, and support exceptional library automation products.

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Library Champions make it possible to increase awareness and advocate the importance of libraries across the country and around the world. To learn how you can become a Library Champion and speak up and speak out for libraries, please contact the ALA Development Office, at 800-545-2433, ext. 5050 or via email at development@ala.org.



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It's Time to Act

Let's focus on the well-being of African-American male youth

by Sandra Hughes-Hassell and Casey Rawson

Often statistics tell a story that spurs us to action.

Consider:

- Only 13% of African-American male 4th graders and 11% of African-American male 8th graders scored at or above proficient on national reading tests;
- Barely half of all African-American males graduate from high school and only 5% go to college;
- Black male teens are eight times more likely to die from homicide than white male teens;

"Literacy is not just about decoding text. It is about becoming a superior human being."

—Ernest Morrell

■ African-American males make up only 14% of the US population, but nearly 40% of prison inmates;

■ Despite research that links quality

school library programs to increased student achievement, many African-American youth live in communities where school libraries are underfunded, collections are out of date, and full-time librarians are scarce.

These findings are discussed in the 2012 report we coauthored, "Building a Bridge to Literacy for African-American Male Youth: A Call to Action for the Library Community" (bridgetolit.web.unc.edu). The report is the namesake of the June 2012 summit that took place at the University of North Carolina at Chapel Hill, with funding from a 2011 grant from the Institute of Museum and Library Ser-

vices and a partnership with North Carolina Central University library school. As Ernest Morrell, one of the summit keynote speakers, reminded participants: "Literacy is not just about decoding text. It is about becoming a superior human being that can act powerfully upon the world."

Anna Teeple of the North View Junior High School in Brooklyn Park, Minnesota, says that reading about the "Building a Bridge" approach made all the difference for her International Baccalaureate school. North View serves a population that is 90% students of color, 49% of whom are African American. Poor test scores had caused North View to be designated a school in need of improvement. "We began examining the institutional racism of schools and our biases as a predominantly white staff," says Teeple. The Bridge materials "encouraged me to go deeper with more implementation, specifically for African-American males." The school's current scores indicate that North View has made significant gains in closing its achievement gap.

"This work is overwhelming, personal, and takes an extremely dedicated staff," says Teeple. "However, changing our school and watching our African-American males experience success is worth it."

The summit has sparked several initiatives designed for school and public librarians, including:

- "Libraries, Literacy, and African-American Male Youth" (bit.ly/lhIWD5r), a free online professional development tool designed to

help school and public librarians develop programs and services that will best meet the needs of African-American male youth. This toolkit, developed by 2013 MLS recipient Amanda Hitson, includes 10 modules that present research-based best practices for working with African-American male youth;

■ An archived LEARN NC webinar, "Are You Prepared to Meet the Literacy Needs of African-American Youth?" that offers strategies for developing culturally responsive library programs (bit.ly/1eQSX61);

■ The Culturally Responsive Library Walk (bit.ly/1j7pd2f), an observation and planning document that librarians can use to assess their program's cultural sensitivity;

■ Information on identifying culturally relevant and enabling texts that have the potential to motivate African-American males to become better readers and take positive action in their lives.

In his "I Have a Dream" speech, Martin Luther King Jr. said, "This is no time to engage in the luxury of cooling off."

In that spirit, this is the time for youth librarians to take action. ■



SANDRA HUGHES-HASSELL is a professor in the School of Information and Library Science at the University

of North Carolina at Chapel Hill, and CASEY RAWSON is a doctoral student there. Their emails are smhughes@email.unc.edu and crawson@email.unc.edu.

Message from the 2013-14 Co-Chairs of the ALA 15x15 Planned Giving Campaign



**Carole D. Fiore and
J. Linda Williams**

Co-Chairs of the ALA 15x15 Legacy Society Campaign

Dear Friends,

As longtime members of the Association and as ALA Legacy Society members, we have proudly accepted the responsibility to lead the most challenging and significant planned giving campaign undertaken by ALA and its divisions, offices, and round tables in its 138-year history. We would like to extend our thanks to the Planned Giving Task Force for launching the campaign in 2012.

The \$15 million planned giving campaign is on its way—many thanks to those of you who have made your commitment to the Association. As of November 2013, nearly \$4 million has been committed by 45 individuals whose thoughtful planning will continue ALA's mission far into the future.

In countless ways, their gifts will strengthen and guide ALA and its divisions, offices, and round tables, enrich the impact of our professional development and leadership programs, create financial opportunities for advancing education, enhance the learning experience at conferences, and prepare the Association for new opportunities that have not been imagined as yet. ALA Legacy Society members know that, in union with others, we can reach new heights to provide for future generations. As you plan for your future, please consider including the Association in your long-term goals and become a member of the ALA Legacy Society. To learn more about the 15x15 planned giving campaign, please visit www.ala.org/plannedgiving.



Help us reach
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ESTATE OF EMILY CLOYD

Librarian's Library

Organizing Content

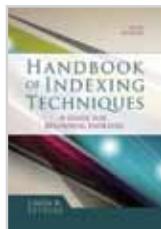
by Karen Muller

Five years ago, ALA's Presidential Task Force on Library Education specified eight areas of core knowledge for librarians. The third area, titled "Organization of Recorded Knowledge and Information," details how librarians provide library users access to materials. It defined three specific competences related to recorded knowledge and info:

- Organization and representation;
- Developmental, descriptive, and evaluative skills;
- The systems of cataloging, and metadata, indexing, and classification standards and methods.

The following books elaborate on this continuum, from providing detailed information on indexing a single item to structuring access to a collection of documents, whether on paper or in other forms.

Indexes provide access to the content of a single document. Two updated editions of introductory indexing guides present an overview of training sources and the fundamentals of creating a tool to get at the riches of a text. *Handbook of Indexing Techniques: A Guide for Beginning Indexers, 5th edition*, by Linda K. Fetters, offers tips on selecting indexing terms, including references, and organizing the in-

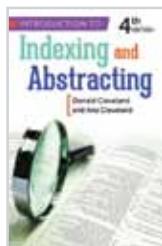


dex itself. She addresses the indexing of books, periodicals, and electronic documents. The bibliography is presented in both classified and alphabetical arrangements. *Introduction to Indexing and Abstracting, 4th edition*, by Donald Cleveland and Ana Cleveland, takes a textbook approach, starting with chapters on the nature of information and its communication and organization. The authors cover not only print indexing but also image indexing. With the inclusion of abstracting, this book also provides a means to understand the construction of periodical literature databases. INDEXED. INFORMATION TODAY, 2013. 176 P. \$28. PBK. 978-1-57387-461-8
INDEXED. LIBRARIES UNLIMITED, 2013. 384 P. \$55. PBK. 978-1-59884-976-9

Magda El-Sherbini's *RDA: Strategies for Implementation* is an introduction to the Resource Description and Access (RDA) cataloging code. After recounting the history of rules development and RDA principles, the author provides a tabular comparison of the Anglo-



Books are indexed and materials cataloged, but we still need to provide a map to their content.



American Cataloguing Rules (AACR) and RDA, as well as an explanation of the Functional Requirements for Bibliographic Records (FRBR) model and how it affects the cataloging process and results. The chapter on implementation strategies covers topics such as training, change management, decision points, and impact on OPAC displays. Two chapters on identifying manifestations and items, and identifying works and expressions and the entity responsible for creating them, are key to applying the principles to cataloging. INDEXED. ALA EDITIONS, 2013. 408 P. \$65. PBK. 978-0-8389-1168-6

Books are indexed and materials cataloged, but we still need to provide a map to their content. *Using LibGuides to Enhance Library Services: A LITA Guide*, edited by Douglas Cook, Ryan L. Sittler, and Aaron W. Dobbs, describes one alternative. Chapters on LibGuides use and strategies for administrators present important points on why providing effective tools is important. The editors also include practical discussions of design, organizing the content, and implementing guides in relation to both instruc-



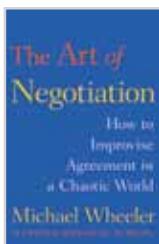
tional models and distance education delivery. Although the content is focused on a specific product, the principles apply to other “pathfinder” types.

INDEXED. ALA TECHSOURCE, 2013. 328 P. \$65. PBK. 978-1-55570-880-1 (ALSO AVAILABLE AS AN EBOOK.)

The second edition of *Content Strategy for the Web*, by Kristina Halvorson and Melissa Rach, will be valuable to anyone who wants to showcase their library’s holdings and resources on a website. The book details how content strategy is used to meet users’ needs; to guide decisions from initial brainstorming stages to weeding; and to measure a website’s success. Strategy components—substance and structure on the content side and workflow and governance on the people side—are explored as well. INDEXED. NEW RIDERS, PEACHPIT BOOKS, 2012. 216 P. \$34.99. PBK. 978-0-321-80830-1 (ALSO AVAILABLE AS AN EBOOK.)



The thread running through all of these books is how users will be helped by the product. Trust me, some of your colleagues won’t agree. So I offer *The Art of Negotiation: How to Improvise Agreement in a Chaotic World*, by Michael Wheeler. Though largely intended for the business world, the iterative application of “Learn,” “Influence,” and “Adapt” should yield to successful implementation of a new code, a new delivery service, or a core content strategy for a website. INDEXED. SIMON & SCHUSTER, 2013. 320 P. \$26. 978-1-4516-9042-2 (ALSO AVAILABLE AS AN EBOOK.) ■

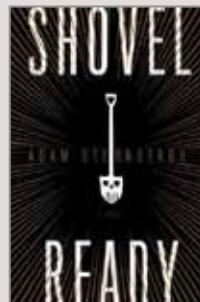


KAREN MULLER is librarian and knowledge management specialist for the ALA Library.

ROUSING READS

TWO DEBUTS THAT WILL THRILL

As anyone who has followed this column knows, I read a lot of mysteries. Sure, I love to follow the careers of my favorites—Michael Connelly, George Pelecanos, Daniel Woodrell, among many others—but the thing I enjoy most about reviewing mysteries for *Booklist* is happening in a stunning first novel by an unknown writer. Over the years, a short list of crime-fiction debuts I’ve reviewed and loved madly would include Walter Mosley’s *Devil in a Blue Dress* (1990), C. J. Box’s *Open Season* (2001), Erin Hart’s *Haunted Ground* (2003), and Urban Waite’s *The Terror of Living* (2011). Each of these books delivered that special shock of recognition that is perhaps a reviewer’s greatest joy.



As the list above indicates, it’s rare to feel that special shock, and it seldom happens more than once in the same year. And, yet, it has happened to me twice in the last 12 months: first with the February 2013 publication of Roger Hobbs’s *Ghostman* and then with Adam Sternbergh’s *Shovel Ready*, published in January 2014. Both books are galvanizing thrillers with propulsive narratives that never let up; both have unique premises; and both offer compelling, antiheroic protagonists on the wrong side of the law.

Jack White is the Ghostman, a pseudonymous loner living far off the grid who specializes in disappearing. After a high-level heist, he makes sure that all traces of the caper vanish. Only once did it go bad, and the organizer of that heist wants Jack to even the score by making a botched armored-car robbery in Atlantic City disappear—except, of course, for the take, which has itself disappeared but needs to be found. The clock is ticking, because if the \$1.2 million in freshly minted bills isn’t recovered quickly, it will explode. The suspense builds inexorably, heightened rather than impeded by the supportive detail with which Hobbs undergirds the action. Comparisons with Lee Child are inevitable here, and surely Hobbs possesses a Child-like ability for first unleashing and then shrewdly directing a tornado of a plot, but he also evokes Elmore Leonard in the subtle interplay of his characters.

Sternbergh’s *Shovel Ready* falls under the postapocalyptic umbrella, but don’t let that deter you: The author is not merely re-creating *The Road* or any of the countless other novels that populate an overexposed subgenre. Here, Manhattan has been hit by a dirty bomb, and Central Park has become a Hooverville, home to the dislocated poor. Meanwhile, the rich have taken to their beds, connected to the “limnosphere” (the internet on steroids), where they can construct their own virtual reality and live permanently. Into this mix comes Spademan, a garbage collector turned hit man, who agrees to kill the daughter of a famous evangelist but then falls in love with her. Sternbergh, culture editor of the *New York Times Magazine*, combines stunning narrative sleight-of-hand with an ability to create flesh-and-blood characters who bring humor and a resilient humanity to their torn-asunder world. This one mixes dystopian science fiction and urban noir with an irresistible Chuck Palahniuk swagger.



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

Tech for Speedy Services



NEC Makes Projecting Fast and Easy

NEC Display Solutions of America has released a new series of multimedia projectors that provide fast, on-the-go projection.

The V311X and V311W models are built for quick setup, presentation, and shutdown. Weighing only 5.5 pounds each, the projectors have power management capabilities that enable them to automatically turn off when an incoming signal is not detected from the inputs. Both models offer quick start, auto power-on via the RGB input connector and direct power-off that requires no cooling after shutdown, and filter-free designs that eliminate the hassle and time spent monitoring and changing filters.

The V311X and V311W are eco-friendly as well. Their 3100-lumen lamps provide higher brightness to



The top of the V311X projector.

accommodate larger screen sizes and higher ambient lighting conditions, and they have a life of 5,000 hours when used in eco mode.

A carbon savings meter calculates the positive effects of operating the projector in eco mode.

The projectors also have BrilliantColor technology for improved color accuracy, 7-watt speakers, and a variable audio-out that connects to an external speaker which can be controlled via remote control. The slightly larger V311W model offers 3D capabilities.

Bibliotheca Eases Checkouts and Returns

Bibliotheca has launched a new range of customizable self-service kiosks to complement its existing Smartserve kiosk line.

The Smartserve 1000 features a range of additions that libraries can use to create a kiosk that meets their needs and the needs of patrons—all integrated into ergonomic locations for quick and easy use during checkout. Available in RFID only and hybrid (EM/RFID) freestanding, desktop, and height-adjustable models, Smartserve 1000 offers a 22-inch-wide touchscreen that displays more than 20 items at once, a

dedicated RFID zone that can read up to 15 items at a time, and a light-based system that navigates patrons through the transaction process and alerts staff to kiosk or user needs.

The checkout process is expedited further by media unlockers that allow patrons to unlock secured items such as CDs and DVDs at the point of checkout, as well as coin, paper, and credit and debit card payment options. Returns are made fast with



integrated, 60-item-capacity bins that allow patrons to quickly drop off items.

The Smartserve 1000 also comes preloaded with Bibliotheca's liber8 self-service software, which is configured for connection to a library's ILS/LMS through SIP2 or NCIP. Access to the library's network via Ethernet is required.

In addition to the new kiosk range, Bibliotheca has also launched

ZETA SIMPLIFIES COPYING AND SCANNING

Product: The Zeta overhead book copy and scan system by Zeutschel GmbH.



Details: Allows patrons and library staffers to easily convert books, loose documents, and other materials into a range of digital formats.

User (pictured): Nathan Stevens, assistant director of the Media and Education Technology Resource Center at North Carolina State University (NCSU) College of Education in Raleigh.

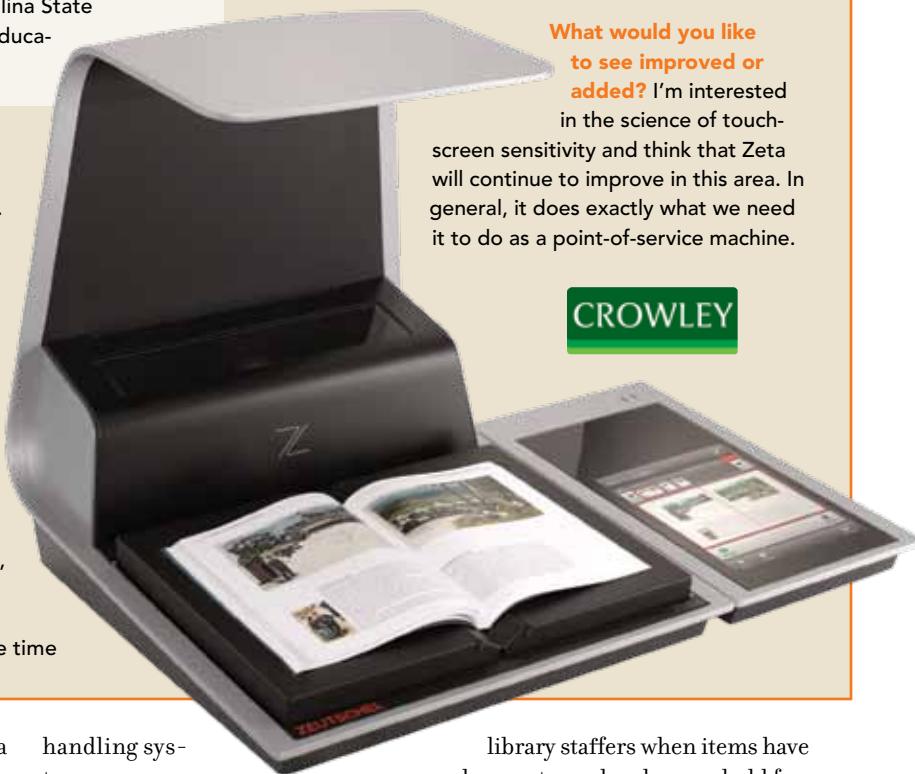
compared with the old technology. They can scan, save to a thumb drive, and walk away. (At NCSU, the system is set up only for USB delivery; other options, such as email and saving to the cloud, exist.)

What are the main benefits? The size of the Zeta is space-saving and has a fairly small footprint while still allowing students to scan larger formats, such as an oversize textbook. The scan speed and ease of use allow students to maximize their time. Additionally, because students no longer have to check out material, other patrons have access to the same material almost immediately.

How do you use the Zeutschel Zeta book copy system? Our Zeta scanner is open to the public. Patrons are primarily undergraduate and graduate students who are scanning from resource and textbooks, loose pages, and student-teacher portfolios.

How does it serve the library's needs? In the past, we used flatbed or sheet-fed scanners that were connected to a full computer system (PC, monitor, keyboard, and mouse). As a touchscreen unit, Zeta virtually operates as an all-in-one with a PC tucked neatly away. Students are done in one-tenth the time

What would you like to see improved or added? I'm interested in the science of touchscreen sensitivity and think that Zeta will continue to improve in this area. In general, it does exactly what we need it to do as a point-of-service machine.



a new RFID return shelf that offers a faster and more convenient way to return library items. The Smartblade 210 is ideal for smaller

libraries that want to automate their returns process, but do not have the space for a fully automated materials-

handling system.

The Smartblade 210 incorporates a series of RFID antennas into "blades" that read the RFID tag of items placed on the shelf. Connected to a dedicated Smartserve 410 kiosk (purchased separately), the unit will remove the material from a patron's account and enable security, allowing it to be immediately checked out by other patrons. The system also notifies

library staffers when items have been returned and are on hold for another user.

Designed to be integrated into custom-built library furniture, the Smartblade 210 is intended to be placed in a high-traffic entryway of a library. The system can be configured with up to eight shelves, holding up to 400 items at one time, and can fit within a small space, depending on furniture size, placement, and design. ■



To have a new product considered for this section, contact Phil Morehart at pmorehart@ala.org.

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

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Treasure or Trash Heap?

Weeding is not for the faint of heart

by Will Manley

A couple of years ago I was giving a keynote presentation at a state library conference in the Upper Midwest when a librarian came up to me with a copy of my first book, *Snowballs in the Bookdrop*, published in 1982. She wanted me to autograph it with a personal greeting, but I hesitated when I saw the library's property stamp on the front cover. "Don't worry about that," she said. "This book was weeded at least a decade ago. I grabbed it out of the trash." Sure enough, when I opened it up, there was the word "discard" stamped on the title page.

At first it took me aback. You always feel as though your book will be the one to escape the weeder's hoe. I guess my logic was that I'm still writing columns and blog posts, so it logically follows that my books

still have relevance. It's a humbling reality check to discover they don't.

Now most of the books I autograph at library conferences are library discards. Actually, I've grown to appreciate that they've served their purpose and have died a natural institutional death. The truth is, after I got home from that library conference, I opened my copy of *Snowballs* for the first time in probably 30 years and realized the book was out of date, irrelevant to the times, and bordering on tedious. No, it *was* tedious. It did not represent my best work. Thank God it was out of circulation.

I bring all this up because weeding has become rather controversial all of a sudden. In fact, a public library director in Illinois lost her

job because of a weeding program gone awry. I find it highly ironic that, in a time when many futurists (including librarian-futurists) are ringing the death knell for Old Man Book, many members of the taxpaying public still freak out when they discover that libraries weed thousands of glue-and-paper books every year. Even though they don't read these mossy books, and even though many of these outraged taxpayers never darken the library's



It would be good to weed out the term "weeding."

front door, they seem to harbor the idealistic notion that books are sacred. On second thought, maybe it's the fact that these

books were purchased with tax money that is sacred.

So how can libraries avoid nasty weeding controversies? For one thing, it would be good to weed out the term "weeding." A better name would be the "library collection refreshment program." Next, get rid of the goods in the middle of the night under the cloak of darkness. Make sure the weeds are packed (appropriately enough) in large black yard bags. Do your weeding in the autumn when you can camouflage the books with fallen leaves. Finally, don't use a random approach. You must be systematic to avoid being accused of being arbitrary.

What system should you use? My system was to instruct staff to weed the library collection like they would clean out the staff refrigerator.

First, wear rubber gloves for protection. Second, get rid of anything that looks physically unsightly or, as my granddaughter would say, yucky. Be sure to toss the partially eaten lunches that frugal librarians hoard. Pizza, like last month's bestseller, has a very short shelf life. ■

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. Contact him at wmanley7@att.net.



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