National Friends of Libraries Week Awards due Dec. 4

Coordinated by United for Libraries, National Friends of Libraries Week is an annual celebration of Friends of Libraries groups. The week is an opportunity for Friends to creatively promote their groups in the community, to raise awareness, and to promote membership. It also serves an excellent opportunity for libraries and Board of Trustee groups to recognize the Friends for their help and support of the library.

Library Trustees, advocates, Friends, Foundations, directors, and staff are invited to view the recording of a National Friends of Libraries Week webinar, with presentations from past winners of the National Friends of Libraries Week Awards. Judy Bentzen, Treasurer of the Friends of the San Juan Island Library (Wash.), discussed her group’s 2017 NFOLW Award-winning project, “Our Library is the Heart of the Island.” Katie Norris, President of the Friends of the Charleston Public Library (S.C.) at the time of their award-winning Board Reunion Celebration in 2018, discussed her Friends Group’s successful efforts. A highly informative Q&A session followed both presentations.

The National Friends of Libraries Week Awards encourage Friends of Libraries to celebrate and promote their groups within the community. Each year, two Friends groups are awarded $250 each in honor of their celebrations during the week. Application criteria can be viewed at ala.org/united/grants_awards/friends/friendsweek and applications can be submitted following NFOLW and through Dec. 4.

To access the recording of the National Friends of Libraries Week webinar, visit ala.org/united/nfowlw. For more information about National Friends of Libraries Week, visit http://www.ala.org/united/events_conferences/folweek. For a list of other webinars offered by United for Libraries, visit ala.org/united/training/webinars.

In Memoriam

Rose Mosley
December 25, 1938 – September 10, 2019
President, United for Libraries (then the Association of Library Trustees, Advocates, Friends and Foundations), 2010-11

Peggy Barber
August 26, 1943 – August 25, 2019
Co-president, United for Libraries (then the Association of Library Trustees, Advocates, Friends and Foundations), 2009-10

Both Rose Mosley and Peggy Barber served not only as United for Libraries Presidents, but served on multiple United for Libraries committees, generously sharing with the division their expertise and experience. They were mentors to many United for Libraries member-leaders and to their colleagues across the country. They will be missed.
No matter how long we have been away from an academic institution, it seems that we all continue to operate on a calendar where fall marks a new beginning, whether it’s for your Trustees, Foundation or Friends group. We seem to put our lives on hold in June, July, and August to appreciate a slower rhythm and to enjoy what is in many parts of the country a fleeting season. I know that the board of my local library Foundation, of which I am a member in Sarasota County, Fla., takes a hiatus for several months. I have filled my extra free time this summer with some incredible new books from some of my favorite authors. But I also start to get a bit restless as summer winds down to get back into the routine of the organizations we love to support.

As a fundraising and planning consultant, I continue to be made aware of the growing needs of Trustees, Foundations, and Friends. So much of the work that each of these groups does, happens in isolation. We get so enmeshed in our local needs that we don’t have time to find out what others in our field are doing and what are the best practices out there. We all need to be lifelong learners so we can get better at what we do: supporting our local libraries. This is why United for Libraries is so important. It connects us to the entire world of library support. The programs, webinars and newsletters are jam-packed with helpful and innovative ideas we can all implement in our communities. After being in the library Foundation field for almost 30 years, sometimes I feel like I’ve heard every possible innovative idea for library fundraising. Then I pick up the latest issue of United’s newsletter and I read about some great idea I never would have imagined. After reading the newsletter I am always awestruck by the dedication, hard work and creativity of our colleagues around the country. This by itself makes membership in United so worthwhile.

I also want to recognize and thank the seven state libraries which have purchased a statewide group membership in United for Libraries. This is such a great investment which allows even the smallest libraries to take advantage of the many resources that United offers to its members. Here’s a special thanks to the state libraries in Delaware, Maryland, Michigan, Nebraska, South Carolina, South Dakota, and Texas. Be sure to contact the United staff if you would like additional information about United for Libraries membership for your state.

As we think about the beginning of our new year at United, we look forward to a virtual board meeting in October and planning our programming for the upcoming Midwinter Meeting and Public Library Association Conference. We also welcome several new members to the United for Libraries Board of Directors. New Board members this fall include Veronda Pitchford, Amandeep Kochar, and Luis Herrera.

Another important event in the fall is National Friends of Libraries Week. This is a great time to honor the efforts of our hard-working Friends and to bring the Friends into the limelight. As always, United will have many ideas and resources for libraries and their Friends groups to recognize this important group of volunteers for your library.

I hope this fall brings you renewed energy for the great work that each of you does in support of your local library. Let us at United (united@ala.org) know how we can help you to do even more effective work. We love partnering with you and we love to hear from you.

The United for Libraries office will be closed Nov. 28-29, Dec. 24-25, and Jan. 1 and 20.
United for Libraries premiers Monthly Member Forums

United for Libraries members are invited to a monthly member forum on the second Wednesday of each month at 2 pm eastern. All sessions will be recorded and posted in the members’ only area of the United for Libraries website. Each month we’ll feature a hot topic of interest to Trustees, Friends, and/or Foundations. A guest speaker will share highlights and information about the month’s topic, followed by a Q&A with the speaker. At the half-hour mark, the format will switch to an open discussion among webinar participants. Sessions are open to all personal and group members of United for Libraries.

Now available—recordings of September and October Monthly Member Forums:

SEPTEMBER 2019
2020 Census: What Trustees, Friends and Foundations Need to Know

The 2020 Census will begin in March and the results will shape economic and political opportunity for the next decade. More than $800 billion in federal funds will be allocated to states and communities based on the census results every year, along with seats for every level of government from Congress to school boards. Around the country, libraries are working with their communities to help achieve a complete count, from delivering accurate information about the Census to providing computers and internet for residents to respond online. In this webinar, learn about free resources from the American Library Association and opportunities for trustees, friends and foundations to get involved.

Gavin Baker is assistant director of government relations at the American Library Association and co-lead for ALA’s work to prepare libraries for the 2020 Census. Gavin earned his M.S. in library and information studies from Florida State University. He worked as a censustaker in the 2010 Census.

OCTOBER 2019
Annual Giving Campaigns


Peter Pearson is the 2019-2020 President of United for Libraries. He is lead consultant and co-founder of Library Strategies Consulting Group. He was president of the Friends of the Saint Paul (Minn.) Public Library for 25 years, and was a founder of Library Strategies. As president of the Friends of the Saint Paul Public Library, he led three capital campaigns and coordinated an annual grassroots advocacy campaign that added millions of dollars of public funding to the library’s budget. He also served as a Trustee for the Twin Cities Regional Library System for 10 years.

Upcoming Monthly Member Forums:

NOVEMBER 2019

How can learning about emerging trends help you advocate for your library? Find out how Society, Technology, Education, the Environment, Politics (and Government), Economics, and Demographics will shape your library and your group, and how you can plan for the future.

Miguel Figueroa works at the Center for the Future of Libraries (www.ala.org/libraryofthefuture), an initiative from the American Library Association. He has previously held positions at the American Theological Library Association; ALA’s Office for Diversity and Office for Literacy and Outreach Services; NYU’s Ehrman Medical Library; and Neal-Schuman Publishers. He is a graduate of the University of Arizona’s Knowledge River Program, an initiative that examines library issues from Hispanic and Native American perspectives.

DECEMBER 2019

Learn how library Friends, Trustees, and Foundations can protect and defend intellectual freedom in their libraries. Libraries are often well-versed in protecting the right to read books, but many lack policies and experience in addressing censorship of resources and services. Learn practical guidance on safeguarding intellectual freedom related to library displays, programming, and other librarian-created content.

Kristin Pekoll is assistant director of the American Library Association’s Office for Intellectual Freedom and author of Beyond Banned Books: Defending Intellectual Freedom throughout Your Library. Prior to working for ALA, she was the youth librarian at the West Bend Community Memorial Library in Wisconsin. Her primary focus is supporting librarians who are dealing with censorship issues, and she also works to raise awareness of the value of intellectual freedom within the library profession and among the public.
United for Libraries Past President Skip Dye Promoted to SVP, Library Sales and Digital Strategy


“I am pleased to announce the promotion of Skip Dye to senior vice president, library sales and digital strategy, Penguin Random House, effective immediately, continuing to report to me. He also retains his current dual responsibilities as senior vice president, director, sales operations.

Skip is widely beloved by the library community nationwide as one of its greatest champions and advocates. To walk the floor of a library conference with Skip is to see firsthand the tremendous trust and respect in which he is held by librarians and their allied organizations. Skip is an industry leader who has helped build policies, sales terms and practices, and programs that support the mission of public libraries in their communities, which expand the reach of our books. He passionately believes in the power of libraries to grow literacy, and has worked tirelessly to partner with them as they face new and complex challenges, such as their efforts to advance library e-lending and digital outreach among their constituencies. Recently retired from his position as United for Libraries President, he is currently active in multiple cross-industry projects, which focus on strategic planning to position public libraries for long-term health and success, as our marketplace and the needs of librarians and their patrons, continue to evolve.

Here at Penguin Random House, Skip has built a powerhouse Library Marketing team widely acclaimed for their innovative marketing programs and deep commitment to growing library sales across physical, audio, and digital formats. Working closely with Carmela Iaria and Adrienne Waintraub, Skip’s team has consistently created groundbreaking initiatives that increase discovery of our books and authors, resulting in long-term sales, and an ever-expanding readership for their work.

Having joined Bantam Doubleday Dell in 1996 as vice president, special markets, sales administration and sales automation, Skip has simultaneously held a variety of escalating leadership positions in sales. He has become a trusted adviser to colleagues in sales, operations and publishing, invaluabley assisting us in navigating an increasingly complex marketplace. Whether it’s the digital transformation of reading and listening, the integration of Penguin Random House in 2013, or the ever-changing landscape of patron outreach, Skip has embraced every challenge, and along with that, has consistently found new opportunities to build a larger audience for books in every category, for every reader.

Please join me in congratulating Skip.”

Applications for WHCLIST Award to attend National Library Legislative Day due Jan. 15

ALA and the White House Conference on Library and Information Services Taskforce (WHCLIST) are seeking applications for the 2020 WHCLIST Award.

The WHCLIST Scholarship is granted to one non-librarian National Library Legislative Day (NLLD) participant. The awardee will receive a $300 stipend and two complimentary nights at the Georgetown University Convention Center.

Qualifications

Applicants should be a first-time attendee of NLLD and a library supporter (trustee, friend, general supporter), not a professional librarian.

Application

To apply for the WHCLIST Award, first register for NLLD 2020. Then submit the following materials by email to nlld@alawash.org with the subject line: “WHCLIST Application”

• NLLD 2020 registration confirmation number
• Short essay (300 words) detailing how the award will support your growth and development as a library advocate
• Letter of reference from a library director, school librarian, library board chair, Friends group chair, or other library representative

For more information, visit www.ala.org/advocacy/NLLD/funding.
**ALA announces National Library Legislative Day to be held in May 2020**

The American Library Association announced today that the 45th annual National Library Legislative Day will be held May 4-5, 2020, at the Georgetown Conference Center in Washington, D.C.

National Library Legislative Day (NLLD) is a two-day educational advocacy event designed to gather hundreds of library workers, supporters, leaders, patrons and community stakeholders in Washington, D.C., to learn from policy experts and to raise awareness among federal legislators about how and why libraries are vital to communities across America.

The event begins on Monday with a full day of advocacy training, sessions and workshops on the national policy that impacts the library and information science field. Attendees will learn about key legislative priorities for libraries, prepare to make the most of their meetings on Capitol Hill and exchange best practices with library advocates from across the country. On Tuesday, attendees will put their training and skills to work during their meetings with elected officials to discuss resources for libraries in their communities.

To accommodate newly developed program scheduling and the growing number of attendees, NLLD 2020 will be held at the Georgetown University Hotel and Conference Center. The larger and more flexible space in the Conference Center will accommodate breakout meeting spaces for state delegation meetings and a more affordable room rate for all attendees.

“National Library Legislative Day is a pillar of our year-round approach to advocacy, and I couldn’t be more excited about what NLLD 2020 has in store,” said ALA President Wanda Brown. “A personal story delivered by library advocates is still the most powerful tool we have. Compared to ALA’s smaller targeted advocacy events throughout the congressional session, NLLD is uniquely influential because it brings together hundreds of stories from hundreds of advocates with diverse experiences as a unified voice. This makes NLLD an extraordinary opportunity to champion the interests of libraries across America.”

**ALA releases findings from National Impact of Library Public Program Assessment**

ALA has released a report outlining the findings of an intensive research study that explored the characteristics, audiences, outcomes and value of U.S. library programming, as well as the competencies required to succeed in the field.

The report, “National Impact of Library Public Programs Assessment: Phase 1: A White Paper on the Dimensions of Library Programs and the Skills and Training for Library Program Professionals,” is the result of a two-year project funded by the Institute of Museum and Library Services (IMLS), and can be found at [https://nilppa.org/phase-1/white-paper](https://nilppa.org/phase-1/white-paper).

In collaboration with social science think tank New Knowledge Organization Ltd., NILPPA: Phase 1 researchers studied the current landscape of library public programming, including program types, topics, formats, audiences and partner relationships, and identified the skills required to create effective and excellent programs. The research also explores existing pathways to programming competencies for library workers, as well as opportunities that may exist in formal and informal skills acquisition.

“We found that, unlike other areas of library service, the skills needed to deliver great programs are acquired at different career points and often in ad hoc circumstances. Likewise, many aspects of library programming have developed through situational necessity and happenstance,” said Mary Davis Fournier, NILPPA project director and deputy director of ALA’s Public Programs Office. “By exploring the dimensions of public programming and providing a set of related competencies, our research provides foundational groundwork needed for future study of program impact.”

“As centers of learning and catalysts of community change, libraries...
Bozeman (Mont.) Public Library Foundation wins United for Libraries’ Baker & Taylor Award for ‘SymBozium’

Bozeman (Mont.) Public Library Foundation won one of two Baker & Taylor Awards given by United for Libraries this year to Friends of the Library groups/library Foundations for outstanding projects. They received $1,000 and an engraved award, thanks to Baker & Taylor. Below is a summary of their award-winning project. More information on Baker & Taylor Awards can be found at www.ala.org/united/grants_awards/friends/bakertaylor.

In 2018 the Bozeman (Mont.) Public Library and the Bozeman Public Library Foundation launched a new a civil discourse series, SymBozium, to engage the community in respectful and productive conversation around complex, controversial topics. Sym-Bozium is a moderated forum discussion with subject matter experts and an opportunity for audience participation. Our country feels more polarized now than at any time in recent memory. Be it how you get your news, your Face-book friends, your church, or the people with whom you socialize, most consume information in ways that do not invite us to critically examine our positions.

Libraries are the most democratic and egalitarian institutions in communities, and as such, the Bozeman Public Library director and senior staff felt it was our responsibility to lead the way in encouraging a return to civil discourse in our community. The Bozeman Public Library Foundation agreed to take on this task and assist in the planning, implementation, and funding of such a program.

The SymBozium planning committee is comprised of eight community members, including the library director and the head of Adult Services and Outreach. Other members include community business owners, the library Foundation director and a board member, a city employee, and library patrons. It took much of 2018 to develop the idea and concept of a civil discourse series and what it might look like for this community.

The committee wanted to do this right, so it meant extensive planning to bring in well-known and respected speakers, some of whom required honorariums and travel stipends. They also needed to market the program widely to encourage attendance. The Bozeman Library Foundation led the way in raising the approximately $15,000 needed for SymBozium. They gained the support of the business community, foundations and individual donors to make the first SymBozium successful. They procured 27 sponsors at various levels. These sponsors included two foundations, four businesses and 21 individuals.

The Bozeman Library Foundation also gave hours of its marketing and communications manager’s time to promoting the project. They felt it was important to support the library by making sure the event was well publicized across the various types of media (print, social and web) and word reached as many people as possible to ensure a good kick-off event.

The inaugural SymBozium event was held on Oct. 23, 2018. The topic was "Fake News or Free Speech: Can Democracy Survive?" Coasters were created to promote the SymBozium program.

TheSymBozium event was "Fake News or Free Speech: Can Democracy Survive?" This event was so successful, the library decided to make it a recurring series. In April 2019, they held their second successful SymBozium event and plan to have two more this year.

The goal for the first SymBozium was to have 200 attendees, which meant that Bozeman had to look for avenue outside of the Library to accommodate that many. The nearby Emerson Cultural Center gave the Library a non-profit rate to rent its theater so they could be sure to include all who wanted to attend. Our first SymBozium attracted a crowd of 250 engaged community members, surpassing the goal.

The “Fake News” panel was moderated by Frankie Wilmer, professor and department head of Political Science at Montana State University with guest speakers Will Dobson, Chief International Editor at National Public Radio; Les AuCoin, author and nine-term U.S. congressman from Oregon; and Dr. Jeff Reed, technology executive. The premise was that fake news has always been part of the communication landscape. The difference now is that we are inundated with social media that makes it possible to disseminate “fake news” quickly and easily. Fake news may be inaccurate, dishonest, misleading and intentionally untrue and even intended to damage the paradigm of factual information. But is it illegal? Is it protected by the First Amendment? Can fake news — or suppressing it — undermine our democratic way of life?

After an initial brief presentation by each panelist, the audience was en-

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United for Libraries is presenting “Fundraising & Building Support for Your Library,” a series of three webinars. The sessions included are available for purchase as a package; they cover fundamental aspects of fundraising, advocating, and building community engagement and support for libraries. Each webinar lasts 60 minutes. United for Libraries Statewide Group Members have free access to the series or individual sessions at no cost (visit www.ala.org/united/training/webinars and follow the link for “Statewide Group Members”).

Crafting a Compelling Case for Support: This webinar offers an overview of the importance of a fundraising organization’s case for support and provides the building blocks for creating your own. The case for support articulates all the reasons and justifications for supporting a cause; therefore, a strong case for support is an essential resource to anyone soliciting donations on your foundation’s behalf. Without a case statement, an organization will struggle to establish an effective fundraising program and the materials necessary to raise money and support volunteers in their fundraising roles. By attending, you will acquire fundamental fundraising skills necessary to engage prospective donors for your organization and seek their philanthropic support.

Presenter Lisa Lintner, a library director leading a newly formed foundation in 2016, will share her experience in developing her foundation’s first case for support, and the subsequent updated versions. Presenter Dr. Sarah Nathan, Lilly Family School of Philanthropy’s Associate Director of Public Programs, will share an overview of their signature program “Fundraising for Small Non-profits,” where Lisa first learned how to create a case for support.

How Everyday Relationships Build Support and Help Libraries Transform: Libraries are fighting for support and dollars in every community across the country. Asking for support when the ballot is printed is too late. How do you create a community of advocates before a ballot initiative or budget request is on the agenda? Learn how one library has developed an advocacy plan to build a community of library champions who are ready to be activated when needed. Through strategic communications planning, utilizing the Libraries Transform campaign, and one-on-one meetings with stakeholders, speakers Dara Schmidt (Director) and Amber McNamara (Community Relations Manager) of the Cedar Rapids Public Library will show you how to take on advocacy one step at a time.

The Cedar Rapids Public Library learned a hard lesson after losing a ballot initiative in 2016 and being forced to reduce hours and services. Since that time, the Library has taken a strategic approach to advocacy, meeting regularly with a committee of people to prioritize communications and to assign work. Through this process, the Library was able to restore partial funding after two years through the City Council — avoiding another ballot initiative that may not have passed. Learn from their mistakes and hear how the Library has transformed a loss into a victory by making advocacy the focus all year long, every year.

Annual Giving Campaigns — Best Practices From Across the Country: Presenter Kathy Selking will dissect and compare successful campaigns from libraries across the country. After attending this webinar, you will have a list of best practices and tools you can immediately implement in your next campaign.

Kathy Selking is the Manager of Library Development for the Toledo Lucas County Public Library, as well as the Secretary and Treasurer for the Library Legacy Foundation of the Toledo Lucas County Public Library. With over 10 years of fundraising experience, Kathy has earned her CFRE credential and is currently leading the Foundation to its most successful year in decades. Kathy also manages the Library’s events and volunteer work. Currently, she is working with other Library staff on finalizing the completion of the renovation work at their Main Library. Her future plans include growing their planned giving program and increasing corporate giving.

For more information on this three-webinar package, including member and non-member pricing, visit www.ala.org/united/training/webinars.

NOW AVAILABLE — newly redesigned Books for Babies kits, including all-new brochures and bookmarks! See page 24 for ordering information.
United for Libraries invites Trustees to become Library Census Champions

United for Libraries, the American Library Association (ALA) Public Policy and Advocacy office and the Census Counts campaign have launched Library Census Champions, a new network of state, local and tribal library Trustees helping their libraries and communities prepare for the 2020 Census.

“As elected and appointed leaders, library Trustees are uniquely positioned to ensure a fair and accurate count of their communities in the 2020 Census,” said Beth Nawalinski, executive director of United for Libraries.

Census data are used to make decisions about how and where to spend more than $800 billion each year for services and programs communities rely on, including federal funding for libraries. The Census is also the basis for drawing districts for federal, state, and local offices.

“With so much at stake for everyone,” said Nawalinski, “United for Libraries is equipping Trustees for this once-in-a-decade chance to show that everyone in their communities can count on libraries — particularly those most in danger of underrepresentation and underfunding.”

Elected and appointed library Trustees can sign up to become a Library Census Champion at http://bit.ly/LibraryCensusChampions. Library Census Champions will receive free information, resources, and actions to take to ensure a fair and accurate census.

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“Who here has the phone number of your town supervisor?”

Koran Saines, Sterling district supervisor for the Loudoun County (Va.) Board of Supervisors, asked the question at the beginning of “A Successful Budgeting Process,” a June 23 panel presented by United for Libraries at the American Library Association’s 2019 Annual Conference and Exhibition in Washington, D.C., to illustrate a simple but important point: Librarians should be having ongoing conversations with their local officials.

“You need to be open,” Saines said. “Talk to your council persons, talk to your town supervisors, and have that dialogue so they’ll be able to make those decisions come budget season.”

Saines was joined on the panel by fellow county leaders — Chang Liu, director of the Loudoun County Public Library (LCPL); Tim Hemstreet, county administrator; and Mark Miller, chair of LCPL’s Board of Trustees — eager to share with attendees the inner workings of their budget talks, civic collaborations, and professional relationships with one another.

In one example, Saines recalled that Miller had approached him about an idea for eliminating fines on overdue materials at LCPL. At first the idea was met with confusion, because the fees contribute to county revenue. But once Miller explained how the charges adversely and disproportionately affect lower-income people, many of whom live in the Sterling district, Saines championed the proposal to other board supervisors.

“[My constituents] have to make the decision to pay a fine, put food on the table, or put gas in the car,” Saines said. “Everybody got the idea, we voted for it, and the measure passed.”

Not all decisions, however, benefit the direction and vision of the library. Miller said he is realistic about the roles of Hemstreet and county administration, whose priority in the budgeting process is to review performance measures and maintain existing library service levels before approving new expenses. (According to Hemstreet, of the county’s approximate $3.3 billion budget, about $20 million is allocated for LCPL operating expenses.)

“Personally, elected officials are there to say no,” quipped Miller. “Anyone can say yes and give out money; it’s hard to say no.”

Liu sees it a little differently: “I always tell my staff that I’m a fiscal conservative and a conservationist of resources,” she said. “Because we’ve been steadfast about only asking for what [the library] needs, I think we have a very trusting relationship with Tim’s office and the board of supervisors.”

Beyond the budgeting process, Liu believes it’s important to log face-time with local officials. “Process is one thing,” she said, “but in terms of spirit, it’s about trust and competency. You demonstrate that with numbers and stories.”

Miller agreed that the board of supervisors needs to hear about library milestones and accomplishments. He noted that, because of the 35-year age differential among supervisors, some don’t know all that modern libraries have to offer patrons.

“Some of them grew up in ‘shhh!’ libraries, some of them grew up in ‘aaah!’ libraries,” Miller joked, to a laughing room. “If you’re 68 and you don’t have grandkids, then you might not understand. You need the champions to say, ‘Well, this is how it works.’”

Saines corroborated this notion, and pointed to makerspaces and recording studios across LCPL. “Our libraries are very vibrant and active. The two libraries in Sterling are like teen centers; kids are off the streets, with peers and good mentors,” he said. “Who’s going to say no to extending hours for a teen center? That’s how I can help and fight for the library.”


Library Census Champions continued from page 8

United for Libraries hosted a live webinar to introduce the Library Census Champions initiative on Tuesday, Oct. 1. Library Trustees who would like to learn more about the project are encouraged to view the webinar recording, visit www.ala.org/united/censuswebinar.

For more information on ALA efforts to support a fair, inclusive and complete count in the 2020 Census, visit www.ala.org/census.
Focus on Friends

Friends of the Park Slope Library (Brooklyn, N.Y.) help sponsor Knuffle Bunny statue in honor of Caldecott Honor recipient Mo Willems

Mo Willems, award-winning children’s author and illustrator, was honored on Thurs., June 27 with a new permanent bronze statue of Knuffle Bunny in the garden of Park Slope Library. The statue pays tribute to the much-loved titular character introduced by Willems in his picture book Knuffle Bunny: A Cautionary Tale, recipient of ALA’s Caldecott Honor.

The book is set and photographed in Park Slope Library, following toddler Trixie as she travels the neighborhood with her favorite stuffed animal, Knuffle Bunny. The statue, designed by Mo Willems himself, was proposed by the Friends of Park Slope Library, along with the library’s reading garden where it debuted. The garden opened in 2017 and now hosts over 100 programs a year with thousands of attendees.

“The Park Slope Library reading garden was already one of the loveliest places in Brooklyn, envisioned by the library’s Friends group, chosen democratically through participatory budgeting, and filled up with imagination and joy by so many kids and families. Now, it’s got the cutest fictional bunny statue to boot,” said Council Member Brad Lander, who represents the Park Slope area.

“The story of Trixie and her favorite stuffed animal have delighted children and their parents for years, both here in Park Slope where the book takes place, and around the world,” said Brooklyn Public Library President and CEO Linda E. Johnson. “We are thrilled to be able to provide a permanent home to this wonderful sculptural depiction of Mo Willems’ Knuffle Bunny in the Park Slope garden.”

“It was very meaningful to have the opportunity to sculpt Mo Willems’ Knuffle Bunny for my local public library, and an honor to contribute artwork to my community,” said Chad Rimer, the Park Slope-based sculptor responsible for turning Mo Willems’ sketches into the 18-inch bronze statue that now stands.

“The Knuffle Bunny books were created as an ode to the small stories that are the building blocks of a family’s grand narrative and to the idea of Brooklyn,” said Mo Willems. “That these small stories have now become a physical part of Brooklyn is an honor that cannot be expressed in words, with the possible exception of ‘Aggle,’ ‘Flaggle,’ and ‘Klabble’."

Mo Willems is a number one New York Times bestselling author and illustrator; three of his books have been awarded a Caldecott Honor: Knuffle Bunny: A Cautionary Tale; Knuffle Bunny Too: A Case of Mistaken Identity; and Don’t Let the Pigeon Drive the Bus!

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs, and public computers. BPL’s eResources, such as eBooks and eVideos, catalog information, and free homework help, are available to customers of all ages 24 hours a day at www.bklynlibrary.org.
Applications for United for Libraries/ThriftBooks Friend Conference Grant due Jan. 10

Applications for the United for Libraries/ThriftBooks Friend Conference Grant are now being accepted and will be due Jan. 10, 2020.

The United for Libraries/ThriftBooks Friend Conference Grant will enable a Friend of the Library to attend the ALA Annual Conference (www.alaannual.org). Applicants must be active in their Friends of the Library group. The 2020 ALA Annual Conference will be held in Chicago June 25-30.

A grant to cover travel, lodging, etc., plus full Annual Conference registration, will be awarded to the recipient. The Conference Grant, made possible by a gift from ThriftBooks, is administered by United for Libraries. The winner will be required to write an article chronicling his or her experience at the conference, which will be featured in United for Libraries’ newsletter, The Voice. The winner will also be expected to attend United for Libraries programs and workshops at the ALA Annual Conference.

Applicants must be a member of a Friends of the Library group in a public library and a first-time attendee of any ALA conference (Midwinter or Annual). Applicants must include a recommendation from a board member of the Friends of the Library group or the library director, a one-page summary of their activities in the Friends of the Library group, and an official release form.

ThriftBooks takes great pride in sponsoring the United For Libraries/ThriftBooks Friend Conference Grant. ThriftBooks provides libraries an easy and convenient way to earn top dollar for their discarded and donated books while making a difference. With ThriftBooks, libraries increase fundraising, promote literacy, and help save the environment. From the largest selection of used titles to collectibles and new releases, its mission is to put quality, affordable books into the hands of readers. For more information about ThriftBooks’ library program or to shop for great deals, visit www.thriftbooks.com/library.

For more information and to apply, visit www.ala.org/united/grants/index or email united@ala.org.

Friends of Keene (Neb.) Memorial Library wins United for Libraries’ Baker & Taylor Awards

Friends of Keene (Neb.) Memorial Library won one of two Baker & Taylor Awards given by United for Libraries this year to Friends of the Library groups/library Foundations for outstanding projects. They received $1,000 and an engraved award, thanks to Baker & Taylor. Below is a summary of their award-winning project. More information on Baker & Taylor Awards can be found at www.ala.org/united/grants_awards/friends/bakertaylor.

Friends of Keene (Neb.) Memorial Library

Upon receipt of a property donation, the Friends of Keene Memorial Library were prompted to jump-start funding for a library expansion project. The Friends’ community outreach to gain support for the project included reaching out to friends, relatives, and neighbors about supporting the library through Friends-funded activities and events. Their efforts paid off when the votes came in, revealing a large winning margin. The bond issue passed, and due to hard work by the Friends and the Library staff during programming, Keene Memorial Library raised just over $3 million for the project.

The donation of a house and property on the same block as the library came as exciting news to Keene’s library director, staff, and Friends group, but it came with the stipulation that a library expansion must happen. The donation also had a sunset date that would cause the property to revert to the previous trust. All involved knew they had to get to work ASAP to get this project moving forward. The Keene Memorial Library Friends lead the project, taking in funds to make the expansion happen. They created additional banking accounts through the Foundation to be able to take donations and use the money for the project.

The next step was community outreach to gain support for a $2 million bond issue to support the project. Friends members joined activities and events to speak on behalf of the library. They also spoke to friends, relatives, and neighbors about supporting the library. They hosted events and helped pay for food and drinks. Their efforts paid off when the votes came in and it was revealed that there was a large winning margin. The bond issue had passed and Keene Memorial Library was set to continue its journey.

Following the bond issue education and community outreach, the Friends helped to get some one-on-one meet and greets established, as well as some small group demonstrations explaining the expansion project. The Friends also used their social media outlets to contact community members and reach more than the library could alone. Today, Keene Memorial Library has just over $3 million available for the project.

In addition to the expansion project help, the Friends tirelessly continue...
Berkshire Athenaeum in Pittsfield, Mass., designated a Literary Landmark in honor of Herman Melville

BY AMY CHIN
President of the Friends of the Berkshire Athenaeum

In a celebration marking the 200th anniversary of Herman Melville’s birth, the Berkshire Athenaeum in Pittsfield, Mass., was officially designated a Literary Landmark by United for Libraries on Thurs., Aug. 1 at 1 p.m.

Herman Melville lived in Pittsfield from 1850 to 1863, his most prolific time as a writer and the place where he wrote Moby-Dick, or The Whale (1851), Pierre, or The Ambiguities (1852), Israel Potter: His Fifty Years in Exile (1855), The Piazza Tales (1856), The Confidence Man (1857), and began his work On Battle Pieces And Aspects Of War, Clarel, A Poem And Pilgrimage In The Holy Land, and other works.

Attending the ceremony were Library Director, Alex Reczkowski; President of the Board of Trustees, John Murphy, Vice President of the Board of Trustees, Pam Knisley, as well as members of the Board of Trustees of the Berkshire Athenaeum; Executive Director of the Berkshire County Historical Society at Herman Melville’s Arrowhead, Leslie Herzberg, as well as members of the board and staff; President of the Friends of the Berkshire Athenaeum, Amy Chin, as well as members of the Executive Committee; the Mayor of Pittsfield, Linda Tyer; State Representative, Tricia Farley-Bouvier; State Senator, Adam Hinds; and descendants of Herman Melville. Also attending the ceremony were approximately 60 patrons and friends of the library.

For over 75 years, the Berkshire Athenaeum has been the home of the largest collection of Melville family personal memorabilia in the world, as well as one of the largest research collections available for the pursuit of scholarly research pertaining to the life and work of Herman Melville.

The Herman Melville Memorial Room was established in 1953, through the planning and generosity of Dr. Henry A. Murray of Harvard University. In addition to Dr. Murray, the principal donors were Eleanor Metcalf, Frances Osborne, Katherine Binnian and Jeannette Chapin, granddaughters of Herman Melville, and his grandnieces, Agnes, Helen and Margaret Morewood. The collection has been enhanced in recent years by gifts from Paul and Nancy Metcalf and from the descendants of Thomas Melvill, Jr. (Herman Melville’s mother later added the “e” to the family’s last name.)

Kathleen Reilly, local history & Melville collections curator and expert for the past 40 years, welcomed two of Melville’s descendants, Peter Whittemore and Rebecca Weinman, to the proceedings and expressed gratitude to them as representatives of their forward-thinking and generous ancestors!

Melville scholars from around the world come to the Berkshire Athenaeum to take advantage of the collection and have graciously contributed copies of their books, articles and research, helping to maintain the importance and relevance of the collection.

And the collection continues to grow. Currently, the Athenaeum is preparing to receive the research collection of prominent Melville scholar, Professor Hershel Parker, who wrote the definitive two-volume biography of Melville’s life, as well as many other scholarly works. Professor Parker often speaks of his association with the Berkshire Athenaeum which traces back to his first visit in 1962 as he was working on one of his initial research projects relating to the work of Herman Melville. He has visited the Athenaeum many times over the years and has contributed generously to projects we have carried out to preserve and make accessible our Melville holdings.

This year, as Professor Parker looked to find a permanent home for his extensive Melville research collections, the Athenaeum agreed to become the repository for this wonderful trea-

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Focus on Friends

Berkshire Athenaeum continued from page 12

sure trove. The Trustees of the Berkshire Athenaeum have accepted the gift, which will arrive sometime this fall. In order to provide for the proper storage of the extensive collection, we will soon be adding to our compact shelving system in the Local History Department. Prof. Parker has made a generous contribution to this expensive undertaking estimated at $100,000. Additionally, we have received a donation of $10,000 from Jennet Cook, in memory of her mother, Janet Cook. Janet was a long-time volunteer at Arrowhead, Herman Melville’s home in Pittsfield, and often assisted Professor Parker in his research. It is especially fitting and most appreciated that Jennet has contributed so generously to this project in her mother’s honor.

“Today, on his 200th birthday, we come together to celebrate Herman Melville. I stand in the Herman Melville Memorial Room thinking about how I struggled with ‘Billy Budd’ in my freshman rhetoric course, and now I stand before the desk where 'Billy Budd' was written,” said Library Director Alex Reczkowski. “Indeed, there are days where the specter of Melville and the power of his work feels like it looms over me, its own white whale challenging me to appreciate its power and meaning in full, trying to understand the immensity of meaning in our collection, and working to preserve, to share, to honor that power.”

Mayor Linda Tyer read a charter to the gathered audience and spoke of the city’s commitment to education and literacy programs, as well as her support of the library as source of programming for people of all ages, all demographics, all economic situations.

State Senator Adam Hinds and State Representative Tricia Farley-Bouvier attended the ceremony and both had proclamations from the state department in honor of the occasion. They had traveled back from Boston, late the previous evening after a budget session in the state legislature and were able to report that State Aid to Regional Libraries which funds the Massachusetts Library System and the Library for the Commonwealth, received a much-needed increase of $1,233,860, for a total of $11,516,000. Library Technology and Resource Sharing was funded at $4,259,000, an increase of $1,433,072 over FY2019 — and $1 million over our FY2020 Legislative Agenda request. Thanks to their efforts, The Berkshire Athenaeum will be receiving funding to improve accessibility. Senator Hinds is the son of a librarian and has been committed to Pittsfield, the Berkshires and the infrastructure of our community. Representative Farley-Bouvier is a hands-on, involved local representative championing the causes, among other things, of literacy, and the importance of the library as a community resource open to all.

Vice President of the Board of Trustees, Pam Knisley, summed up the event well: “Of course, being part of the line of Trustees who have cared for these collections and this community for nearly 150 years, I know that, in some ways, our work has just begun. I will leave you with a quote from Chapter 32 of Moby-Dick, a section dedicated to the classification of whales, where Melville wrote: ‘For small erections may be finished by their first architects; grand ones true ones, ever leave the copestone to posterity. God keep me from ever completing anything. This whole book is but a draught – nay, but the draught of a draught. Oh Time, Strength, Cash and Patience!’ Congratulations to everyone who has made Melville’s 200th birthday so special.”

For more information about Literary Landmarks, visit www.ala.org/united/products_services/literarylandmarks.

For more resources for Friends of the Library groups, including fact sheets, toolkits, archived issues of The Voice, special offers, webinars, organizational tools, and more, visit www.ala.org/united/friendszone.

Friends of Keene Memorial Library continued from page 11

ued with the book sale throughout the year. They appointed dedicated book sorters that come in almost weekly to get books sorted and boxed and stored until the April sale. This past year they also were responsible for partnering with a local drive-thru liquor store to create a drive-thru library. It worked out wonderfully and has paid unexpected dividends to the Friends group. Due to its success, the drive-thru library has been a success and will continue on until the liquor store wants their space back. The group also does a major book sale each year.
Good Ideas from Friends on Campus

Raleigh, N.C.
North Carolina State University Libraries initiated a Friends of the Library Young Alumni Leadership Council, a group of NCSU Libraries’ supporters ages 21-40 that provide leadership and guidance for the NCSU Libraries fundraising and outreach activities targeted at young alumni and supporters. The Council cultivates the next generation of Libraries supporters through the hosting and planning of campus fundraising events and volunteering at Friends of the Library events. Council members serve two-year terms, are current Friends of the Library members, and pledge additional support and time to further the work of the NCSU Libraries.

Oberlin, Ohio
Bestselling author Susan Orlean delivered the 2019 Harold Jantz Memorial Lecture on Mon., April 15 at 4:30 p.m. She discussed her new title The Library Book, in which she reopens the unsolved mystery of the Los Angeles Public Library’s 1986 arson fire, which destroyed 400,000 books, damaged 700,000 more, and closed the library for seven years. Her investigation pays homage to the crucial role that libraries play in our lives, and how this institution, a provider of much more than just books, is needed now more than ever. Some recollections are featured below and can also be found at www.snc.edu/magazine/2019summer/libraryanniversary.html.


Raleigh, N.C.
North Carolina State University Libraries will host Library Libations: Hunt Library After Dark at the Skyline Terrace of the James B. Hunt, Jr. Library on Fri., October 11 at 6 p.m. Attendees are encouraged to explore the library’s state-of-the-art features including virtual reality, drawing with a remote-controlled robot, 3D printing, and more. Appetizers, beer, and wine will be available at the event. Registration required.

De Pere, Wis.
The Mulva Library at St. Norbert College celebrated its 10th anniversary in September. Along with a birthday bash featuring cake and games, the library commemorated the anniversary by seeking stories and recollections from library users. The testimonials were featured in a volume presented to lead donors. Some recollections are featured below and can also be found at www.snc.edu/magazine/2019summer/libraryanniversary.html.

• President Emeritus Tom Kunkel: “Among my first official ‘duties’ at St. Norbert was signing one of the library’s massive steel girders just before it was hoisted into place by a giant crane. I vividly remember thinking how lucky I was to be starting my presidency at the same time this great gift was becoming a reality — and how lucky we all were to have such generous and far-sighted benefactors as Jim and Miriam Mulva.”

• Peter Romenesko ’10: “When I was a student, I was amazed ... at how the library acted as a sort of ‘knowledge- and culture-first’ nucleus around which other cultural and education-driven additions to the campus could leverage. The Mulva Library has developed a wonderful synergy with the communities it serves.”

• Akeem Edmonds ’15: “I was president of the Student Government Association at the time of the buildout of the Mulva Studio. The director of the library asked that we participate in providing feedback to represent the student community. We had a voice in the design of the Mulva Studio through group sessions, surveys and meetings. Because of this involvement, we were able to help create a space that appealed to all students. ... As a fourth-grade teacher, I have taken the concepts designed for the Mulva Studio to my current classroom and created a space that encompasses various learning and studying styles.”

• Jane Leahy ’74: “When I retired from teaching, I had accumulated numerous books. Because books are treasures to be shared, I decided to donate 700 books to the Curriculum Library in the Mulva Library. I think it is important for education majors to be able to use physical books to create their lesson plans, and that these books would aid in educating our youth on issues/lessons in the simplest manner.”

Baltimore, Md.
The Friends of the Goucher College Library held the Goucher Authors Fair on Sat., May 4 at 4:30 p.m. as part of Alumnae/i Week. The inaugural Authors Fair highlights the accomplishments of the Goucher community. Attendees were invited to meet and speak with Goucher alumnae/i and faculty authors.
Many Friends groups feel lost about who or how to advocate or don’t even think it is their role. This is according to a survey that Friends of Connecticut Libraries did this fall of Friends groups and library staff about library advocacy and awareness activities.

The survey was designed to gain a better understanding of if, when, and how Friends groups advocate for their libraries. Also, the survey asked for details of their library awareness activities.

Ninety-eight Friends, library staff and board members—representing all sizes of communities—completed the online survey. Two-thirds of the respondents came from municipal libraries and the remaining from association libraries. This is consistent with the libraries in Connecticut. Seventy percent of the respondents reported that their Friends group engages in some form of library advocacy. Figure 1 shows the reasons that were given.

Local advocacy is mainly performed in support of the municipal budget and library programs, so it is not surprising that Friends primarily advocate to municipal leaders, including the board of finance. Friends also advocate trustees and, to a much lesser degree, state representatives and legislative bodies as shown in Figure 2.

Although more than 70% of respondents engage in advocacy, survey data shows that plans are in place only 30% of the time. While the percentage is low, it is somewhat understandable as most municipal governments have an established timeline for the budget development. So the who and when to meet is established by the municipality.

This is borne out in Figure 3, which shows that most of the advocacy is performed by attending and speaking at municipal meetings.

Most groups believe that their efforts in supporting the library were successful more than half the time. However, there are some major exceptions in how Friends are involved in library advocacy as shown in a comment from a Friends group:

“…We have not been involved in advocacy efforts for some years now, primarily because the library has not encouraged our involvement through timely collaboration. We have not been informed of an advocacy plan on the part of the library, although we suspect that at the very least the library has one.”

So what obstacles stand in the way of Friends groups advocating for their library? More than 50% of Friends groups say that there is no plan on how or whom to advocate to.

Other groups feel that the purpose of the Friends group is to fundraise and the library director and board should perform library advocacy. Library advocacy is primarily performed during the annual budget time by the library director, the board of trustees and, to a lesser degree, by Friends groups.

While library directors have made it known that they would like more advocacy from the Friends, the directors have not presented plans asking for what they would like the Friends to do.

Friend groups need to recognize the need to perform advocacy in municipal meetings. Why? To quote the famous bank robber Willie Sutton, when asked why he robbed banks, “Because that is where the money is.”

The survey asked about activities the Friends use to build awareness of the library’s value to the community. As reported earlier, about 70% of those taking the survey perform some form...
Programs

Meredith, N.H.
Meredith Public Library held “Movement Among the Stars!” on Thurs., July 11, 18, 25, and Aug. 1 From 10:15 to 11 a.m., dance instructor Ali Doucette taught dance moves to children ranged from walking age to 5 years. Snacks and coffee offered. Classes were free with no sign-up required.

Alameda, Calif.
Friends of the Alameda Free Library hosted an art docent presentation on Andy Warhol on Mon., July 8 at 6:30 p.m. The presentation highlighted Andy Warhol’s willingness to experiment with non-traditional art-making techniques and the role of the artist in society. The talk was presented for free and based on the concurrent exhibition at the San Francisco Museum of Modern Art.

Charleston, S.C.
Charleston County Public Library held “Girls on the Beat,” a summer camp for aspiring journalists, at the Main Library throughout the summer. Girls in grades 6-12 learned the basics of journalism from local women in the field. Instructors included current and former journalists of the Post and Courier, ABC News 4, News 2 and Live 5 News. Participants also got the chance to ask questions of national news correspondents and produce a written article or broadcast news item. The event was made possible by the Friends of the Library.

Rochester, N.Y.
On Tues., July 9, at 3:30 PM, Irond equitable Public Library held an Anime Club for Teens. Participants talked about manga, watched anime, ate food, and made covers to their very own manga using inspiration from famous manga. Presented as part one of a two-part series.

Ithaca, N.Y.
Tompkins County Public Library hosted “Bilingual Chinese-English Family Storytime” on Thurs., July 11 at 11:30 a.m. Children of all ages and their caregivers joined other families and friends to enjoy songs, rhymes, and stories in Mandarin and English.

Toledo, Ohio
Toledo-Lucas County Public Library started a mini library on wheels called “Toledo Book Bike.” The Book Bike is an environmentally friendly, people-powered mini library on wheels that can carry up to 400 books. With the Book Bike, customers may sign up for a library card, learn more about the Library, and check out books and other materials. Look for the Book Bike at community events and if spotted, snap a photo and share it with @Toledo Library on social media with the hashtag #ToledoBookBike.

The Free Library of Philadelphia hosts PAWS Read with a Dog events during the summer. At this program, readers of all ages and stages are invited to read with certified therapy dogs in order to improve their reading and communication skills. Since pets don’t correct mistakes, there is no pressure to “perform” and reading becomes a fun, positive, enjoyable experience for all. PAWS events are available at various locations around the city.

Sudbury, Mass.
Friends of the Goodnow Library hosted Tuesday Summer Movie Night With Friends on Tuesdays at 6 p.m. in July through August. Features included Captain Marvel, The Upside, Green Book, and others. Admission and popcorn free of charge.

Milaca, Minn.
On Fri., June 7, Milaca Friends of the Library held an event in honor of National Donut Day in hopes of recruiting more Friends members. The Friends offered free donuts and information about who the Friends are and what they do. They adorned the Library with donut décor, and books about donuts were placed on display. The event turnout was successful.

Baltimore (Md.), Virginia, and Washington, D.C.
The Baltimore Luxor Alexandria Sister City Committee and the Friends of the Bibliotheca Alexandrina (BA) Maryland, Virginia, DC offered the opportunity in July for residents to learn about the ancient and modern libraries of Alexandria, Egypt. Heba El Rafey, Director of Public Relations and International Communications, led presentations in various locations throughout the tri-state area to educate locals about how the Bibliotheca Alexandria (BA) in the 21st century is dedicated to recapturing the spirit of openness and scholarship of the original library. At the BA, she oversees Youth Activities, engaging Egyptians 18-35 years old in entrepreneurship, civic work and youth culture and understanding. She also maintains connections with the 15+ countries belonging to the International Friends of the BA.

Maynard, Mass.
Friends of the Maynard Public Library hosted Mystery Night with Three Authors on Wed., July 10 at 7 p.m. Attendees created a mystery night from information they provided and enjoyed a dessert buffet while authors were at work. Kate Flora, Connie Johnson Hambley and Clea Simón participated as authors and taught about the craft of mystery writing. Books were available for purchase and signing courtesy of Porter Square Books. The program presented for free.

Jacksonville, Fla.
Jacksonville Public Library’s Tech Fair celebrated the 50th Anniversary of the Apollo 11 moon landing on July 20. Kids ages 8-17, and parents, interacted...
with a life-sized R2-D2 robot, Ozobots, Sphero robots, coding, games and 3-D design virtual reality, Apollo 11 exhibit, LEGOs and more. Tech Fair partners included MOSH, Microsoft, Renaissance Jax, Girls Who Code and others.

**Medford, Ore.**
Jackson County Library Foundation and Jackson County Library Services hosted birthday parties at all fifteen library branches during several dates this summer in celebration of the library’s 100th anniversary.

**New York, N.Y.**
The New York Public Library released a “A Literary Women’s World Cup,” a list of reading suggestions from the 24 countries that competed in this year’s recent World Cup. Patrons were invited to participate in the selection process by sending in author nominations online. Mariana Enriquez (Things We Lost in the Fire), Clarice Lispector (The Beseiged City), and Xiao Hong (Ma Bo’le’s Second Life) among the titles included.

**Fundraising**

**Grasonville, Md.**
Friends of Queen Anne’s County Library held their fifth annual fundraiser, “Library Spirit Day at Sweet Frog,” on Thurs., July 11. Sweet Frog, a frozen yogurt shop, donated a portion of all proceeds from treats sold on Thurs., July 11, to the Friends of the Library. Kids up to age 12 who came in were able to pick out a new book to take home with them to enjoy, compliments of the Friends. Participants wearing their 2019 “Universe of Stories” Summer Reading Program shirt had the chance to win special prizes.

**Newington, Conn.**
Friends of Lucy Robbins Welles Library hosted a Bakeless Bake Sale February through March, earning nearly $1,500 through fundraising. The Sale takes place every other year and the money raised supplements the Friends’ Spring and Fall Book Sales.

**Columbus, Ohio**
The Friends of the Columbus Metropolitan Library held a Children’s Book Sale on Saturday and Sunday July 13 and 14. Board and picture books, young adult fiction and nonfiction books and educator reference materials that are no longer suitable for Columbus Metropolitan Library’s collection were all for sale. Books sold at $1 and up. During the Bag Sale on Sunday, customers could purchase a bag for $3.50 (or bring in their previously purchased bag from an earlier sale) and fill it for $5. Proceeds support Columbus Metropolitan Library’s programs and services.

**Community Partnerships**

**Minnetonka, Minn.**
Hennepin County Library collaborated with City of Minnetonka Senior Services to present a Dementia Friends Information Session on Tues., July 9 at 12 p.m. Attendees learned what dementia is, how it affects people, and how to make a difference in the lives of people living with dementia, including helpful ways to communicate, interact, and help with everyday tasks. Attendees also learned 10 early signs and symptoms of Alzheimer’s disease. Program presented at Minnetonka Community Center.

**St. Louis, Mo.**
St. Louis Public Library’s annual Food for Fines program returned July 1-31 at all SLPL locations. SLPL teamed up with the St. Louis Area Foodbank for the 12th year in a row. Throughout the month of July, the Library removed $1 in overdue fines from an adult cardholder’s Library account for each non-perishable food item donated, up to $25 per account. Patrons without fines were still able to donate.

**Alpine, Texas**
Alpine Public Library hosted the TAME (Texas Alliance for Minorities in Engineering) Trailblazer on July 10 at 9:30 a.m. The Trailblazer is an all-ages exhibit that engages students with interactive projects in science and creates awareness of careers in Science, Technology, Engineering, and Math (STEM). Program was free and open to the public, presented as a collaboration between the Alpine Public Library, the Texas Alliance for Minorities in Engineering, and the Tocker Foundation.

**Rochester, N.Y.**
The Friends & Foundation of the Rochester Public Library supports Central Library’s “Crafting Democracy: Fiber Arts and Activism” exhibit. The exhibition draws upon handicraft art to express hope, voice dissent, critique the curtailment of civil rights, comment politically, and restore dignity to the human experience in the U.S. The essays and artwork featured in the exhibition — and companion book, published by RIT Press — are on display through October 25. FFRPL also supported the Stonewall: 50 Years Out exhibition in the summer commemorating the anniversary of the uprising that sparked the gay liberation movement and exploring the history of Rochester’s LGBTQ+ communities, organized by the Local History & Genealogy Division.

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**“Crafting Democracy: Fiber Arts and Activism – 2019”**

**Germantown, Pa.**
On Saturday, April 6 at 4 p.m., Germantown Friends School and Friends Free Library presented its Spring Community Writers Series event: A Special Afternoon with Erica Armstrong Dunbar and Kathy Van Cleve. Both
authors spoke about the recent book they co-authored for middle grade readers: *Never Caught, the Story of Ona Judge: George and Martha Washington’s Courageous Slave Who Dared to Run Away; Young Readers Edition*. Program attendance consisted of students and adults. Light refreshments and a book signing followed.

**Marina, Calif.**
The Friends of the Marina Library support Vietnamese Language Classes held on Saturdays. Beginners’ Classes are held at 10 a.m. and Intermediate Classes are offered at 11 a.m. June’s classes saw 34 participants. For more information, call 831-883-7507.

**New York, N.Y.**

**Philadelphia, Pa.**
Oak Lane Library held “Black Woodstock: The Harlem Cultural Festival, Summer 1969,” on Wed., Aug. 14 at 6:30 p.m. The event was open for the public to learn about the Harlem Cultural Festival, aka Black Woodstock, a historic but nearly forgotten event. Music was featured as well as refreshments. Oak Lane Library also holds a book club, “It’s LIT for Little Brown Girls,” On Wednesdays at the Library. The interactive book club is geared towards young girls of color aged 7-11, and focuses on titles that feature characters who look like them.

**Provincetown, Mass.**
Provincetown Public Library hosted “Racial Identity and the Struggle for Equality: Book Discussion with Bill Fletcher, Jr.” in the Marc Jacobs Reading Room on Tue., August 6 at 6 p.m. Author Bill Fletcher, Jr. (*The Man Who Fell From the Sky*) addressed the question “How does fiction enable the reader to explore issues of identity, social justice and personal history?”

**Walnut Creek, Calif.**
On the third Friday of each month from 1 to 4 p.m., Walnut Creek Library hosts Health Services for the Homeless, where patrons experiencing homelessness can stop by. Contra Costa Health Services gives info on health care, appointments, transportation for medical appointments, insurance, Medi-Cal, Ca-Fresh support, and local resources. The program is supported by the Walnut Creek Library Foundation. On Thursdays from 2-3 p.m., Walnut Creek Library offers an English Conversation Group. Library patrons are invited to practice and improve English language and conversation skills. The class is informal but semi-structured. It is ideal for ESL students and newcomers. Registration is not required.

To submit an event or program to “Good Ideas From the Network” email united@ala.org.

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### Upcoming events

- **TeenTober**  
  October 2019  
  [www.ala.org/yalsa/teentober](http://www.ala.org/yalsa/teentober)

- **National Friends of Libraries Week**  
  Oct. 20-26, 2019  
  [www.ala.org/united/events_conferences/folweek](http://www.ala.org/united/events_conferences/folweek)

- **I Love My Librarian nominations due**  
  Oct. 21, 2019  
  [www.ilovelibraries.org/lovemylibrarian](http://www.ilovelibraries.org/lovemylibrarian)

- **International Games Week**  
  Nov. 3-9, 2019  
  [http://games.ala.org/international-games-week](http://games.ala.org/international-games-week)

- **American Association of School Librarians Conference**  
  Nov. 14-16, 2019  
  Louisville, Ken.  
  [https://national.aasl.org/](https://national.aasl.org/)

- **ALA Midwinter Meeting**  
  Jan. 24-28, 2020  
  [www.ala.org/conferencesevents](http://www.ala.org/conferencesevents)

- **PLA 2020 Conference**  
  Feb. 25-29, 2020  
  Nashville, Tenn.  
  [www.placonference.org](http://www.placonference.org)

- **National Library Week**  
  April 19-25, 2020  
  [www.ala.org/nlw](http://www.ala.org/nlw)

- **Preservation Week**  
  April 26 – May 2, 2020  
  [www.ala.org/preservationweek](http://www.ala.org/preservationweek)

- **ALA National Library Legislative Day 2020**  
  Washington, D.C.  
  May 4-5, 2020  
  [www.ala.org/advocacy/nlld](http://www.ala.org/advocacy/nlld)

- **ALA Annual Conference**  
  Chicago, Ill.  
  June 25-30, 2020  
  [www.ala.org/conferencesevents/annual-conference](http://www.ala.org/conferencesevents/annual-conference)
United for Libraries-sponsored “Summer Scares” program connects libraries with authors, provides resources for horror programming

This past summer, the Horror Writers Association (HWA), in partnership with United for Libraries, Book Riot, and Library Journal/School Library Journal, developed Summer Scares — a reading program that provides libraries and schools with a list of recommended horror titles to include in summer reading.

The Summer Scares committee, which includes Award-winning author Grady Hendrix (We Sold Our Souls), selects three recommended fiction titles in each of three reading levels — Middle Grade, Teen, and Adult — for a total of nine yearly Summer Scares selections. Official Summer Scares-designated authors also make themselves available to appear, either virtually or in person, at public and school libraries all over the country, for free.

That was the program’s initial focus, but it’s since grown into a cluster of resources for kids, teens, parents, and even authors to make connections with libraries through the horror genre. Since the program’s start, nearly 2,000 library workers across the country have accessed Summer Scares resources.

Springfield-Greene County Library in Missouri has planned an entire program series around Summer Scares, with things like the outdoor Ozarkian Campfire Tales program for adults and a Horror Board Game Night program for tweens and teens. In addition, four of their book clubs are currently discussing Summer Scares titles. The community relations department has also created fliers promoting all nine titles.

Author Daniel Kraus, author of Summer Scares title Rotters, visited the Library on July 18 for an author talk. Konrad Stump, Local History Associate, discussed Kraus’ library event and title on CBS that morning.

“I have heard from a handful of authors who have thanked me for connecting them with their local library. And a few more who have used Summer Scares as a way to approach their local library themselves, to offer programs or facilitate horror book discussions,” says Becky Spratford, author of The Readers’ Advisory Guide to Horror, secretary of the Horror Writers’ Association, and Summer Scares program coordinator.

But the resources don’t end there. The many horror podcasts promoted on the Summer Scares blog have been popular as well. A recent episode of Ladies of the Fright featured Kiera Parrott, reviews director for Library Journal (and Summer Scares committee member), who led a discussion about working with parents of middle grade readers.

Lila Denning, Acquisition Services Coordinator for the St. Petersburg Library System in Florida, used Summer Scares resources to create horror displays at her library. The displays hold and promote the books from the 2019 Reading List in all three grade categories, as well as horror audiobooks.

The site’s FAQ and Resource page features about 20 resources that go beyond reading lists. Interviews with Summer Scares committee members (who go in-depth about the Reading List selections), podcast episodes, horror author interviews, downloadable Summer Scares graphics, and more are made available on the site. And, of course, there sits the 2019 Summer Scares Reading List, broken down by reading level. The page is frequently updated as the reading list expands and new resources are made available.

How does one get started with the program? The first step is to visit the site http://raforallhorror.blogspot.com/p/summer-scares.html. All of the Summer Scares resources are posted there. You’ll also find contact information to help you get in touch with Becky Spratford and the Horror Writers Association and potentially connect with local horror authors to schedule a visit with your library.

“For many libraries, simply the fact that we are creating these professionally curated lists and reminding library workers that Horror is a great option for leisure readers of all ages all year long, is the best part of the program,” says Spratford. “We are definitely going to be doing this again next year, but we haven’t officially named the celebrity spokesperson yet. Stay tuned for a Halloween announcement.”
NLLD continued from page 5

Office Associate Executive Director Kathi Kromer. “ALA is eager to bring diverse library stories to the Hill from as many congressional districts as we can in May 2020. These stories are vital to cultivating meaningful relationships with legislators, step by step over time.”

First-time, non-librarian participants who register for NLLD are eligible to apply for the White House Conference on Library and Information Services Taskforce (WHCLIST) Award. ALA’s Committee on Legislation (COL) will review applications and award a $300 travel stipend to attend NLLD, plus two complimentary nights in the conference hotel. The deadline for applications is December 15, 2020. Applicants must register for NLLD in advance.

“As advocacy leaders at ALA, we must ask ourselves: what are we doing to build up the next generation of library advocates? One way we are doing this work is via the WHCLIST Award,” says COL Chair Rob Banks. “Advocacy is a team sport—and these legacy funds continue to allow us to bring people onto the library team each year.”

Friends of Connecticut Libraries continued from page 15

of library awareness activities in their community.

While not as highly ranked as speaking in public in favor of a library budget, getting broad community support for the library and Friends group is still very important. Ninety-four percent say they participate in activities such as Tree Lighting, Trunk-or-Treat and the all-important Used Book Sale.

All these activities bring the library into the minds of participants and the greater community. The uses of printed and social media to promote the library are very popular methods. Awareness activities are mostly performed in conjunction with other local non-profits and businesses.

Promoting the library to the school system and home-schooled students got a low response, which is strange, as school-age children as a group should be prime users of the library. The major barriers cited of not conducting awareness activities, is again that Friends feel that their primary mission is to raise funds.

So what did we learn from the survey?

A large number library stakeholders — 70% — are involved in library advocacy and awareness activities. Library stakeholders’ primary focus is on the support of the annual budget and capital campaigns.

When compared to activity supporting the local library budgets, there is little activity supporting the state library budget.

In either case, there is little planning on advocating for either budget. And where there is planning, the Friends are not likely to be involved. However, lack of planning has not prevented advocacy from taking place even if all stakeholders (Friends) might not be involved.

Library awareness activities are being widely conducted in communities via local events and fundraisers.

Not many activities are conducted with schools and home-schooleers.

Some opportunities

Place library advocacy and awareness activities on meeting agendas.

• Ask questions on advocacy plans and awareness activities as part of the comprehensive summary that each library reports annually to the state.

• Meet annually with your state representatives, especially after an election.


To ensure you or your group are receiving all available member benefits, United for Libraries needs your email address. To add your email, send it to united@ala.org.
Good Ideas From The Network

SymBozium continued from page 6

couraged to write down questions and submit them to the panel. Questions were then answered by one or more panelists and through this method the conversation continued with the audience for an hour and a half.

The engaged audience submitted over 75 questions — far more than we were able to address during the course of the program. People stayed afterwards to continue the discussion with the speakers and their neighbors. Feedback was overwhelmingly positive.

The Bozeman Public Library plans to hold three forums each year going forward. It is the Foundation's goal to continue to encourage people to examine issues with an open mind, engage in respectful conversations, and understand we can disagree without being disagreeable. The local Bozeman Daily Chronicle endorsed the program in its OpEd column, quoting “This forum should provide an opportunity for reasonable discussion of a complex issue and advance the knowledge of those who attend.” They encouraged citizens to “start becoming part of the solution instead of a consistent part of the problem.”

Additional partners in this endeavor were Yellowstone Public Radio (YPR), Montana State University (MSU), and the Bozeman Daily Chronicle. YPR recorded the evening, various instructors at MSU encouraged students to attend for extra credit, and the Bozeman Daily Chronicle supported the effort with reduced-rate advertising. The local community radio station, KGVM, also recorded the program and it is available for listening from their webpage.

NILPPA continued from page 5

and museums connect people with programs, services, collections, information, and new ideas in the arts, sciences, and humanities. They serve as vital spaces where people can connect with each other,” said IMLS Director Dr. Kathryn K. Matthew. “IMLS is proud to support their work through our grant making as they inform and inspire all in their communities.”

Library professionals and others are invited to read and share feedback on the white paper at nilppa.org.

The first half of the white paper introduces a Library Program Categorization framework that identifies the primary and sub-dimensions of library programs, including library profile, program characteristics, program audience and program administration.

Through surveys and case studies of library public programs across library types, NILPPA researchers assembled a baseline list of current intended outcomes for programs: participants learn new knowledge; participants change their skills; participants change their attitudes; participants learn new knowledge; participants have fun or are inspired; and, together, libraries and participants build stronger and healthier communities.

The second half of the report names nine core Library Programming Competency Areas — knowledge of the community, interpersonal skills, creativity, content knowledge, evaluation, financial skills, outreach and marketing, event planning and organizational skills — that, together, encompass the unique skill set required of library programming professionals.

Researchers surveyed and interviewed library programming professionals from all library types, representing a broad spectrum of service communities, to learn where and how they gained the skills needed to do their jobs.

• 50 of the 58 masters-level library degree programs offer courses that address programming. However, no university requires students to take these courses; all were offered as electives.
• Graduate programming courses typically focused on a particular audience, such as adult, teen or children's programming.
• 93 percent of respondents said they learned to run programs on the job, 62 percent from colleagues, and 74 percent from other informal learning. Half of survey respondents said they learned programming skills in their degree program.
• 1,086 of 1,247 respondents expressed confidence in their ability to run programs. Of these respondents, 961 had completed a library and information science degree or were currently enrolled, and 278 had not received this type of degree.

NILPPA: Phase 1 was made possible in part by the Institute of Museum and Library Services grant number LG-96-17-0048-17. The views, findings, conclusions or recommendations expressed in the publication do not necessarily represent those of the Institute of Museum and Library Services.
**One Night Gone**
*by Tara Laskowski*

Allison Simpson had a successful career as a television meteorologist. Her marriage was much less successful. When she called out her philandering husband during her evening weather report both her career and her marriage ended. She needs a place where she can regain her self-confidence and make plans for the future. When friends-of-a-friend put out a call for a house-sitter at their Jersey shore home at Opal Beach, Allison takes the job.

There isn’t a lot involved in housekeeping so Allison sets out to explore the town. She becomes friends with Tammy, owner of an art gallery, and Mabel, a real estate agent. She meets the next door neighbors, restaurant owners Phillip and Lorelei.

Tammy tells Allison about her friend Maureen, who came to town with a traveling carnival 25 years before. Maureen disappeared mysteriously and Tammy has never gotten over the feeling that something sinister happened. Allison is intrigued and starts to investigate. She uncovers a long-suppressed story that other Opal Beach residents would rather stay hidden.

The chapters alternate between Allison’s narrative and Maureen’s story. The suspense heightens as the two narratives converge. In the process of discovering what happened so many years ago, Allison discovers the self-confidence she needs to move on with her life.

*Graydon House/Harlequin; 9781525821992; $16.99.*

-Nann Blaine Hilyard

Nann Blaine Hilyard retired in 2014 after a 39-year career administering small-and medium-sized public libraries in Texas, Kansas, Maine, North Dakota, and Illinois. She has served on many ALA and division committees, including the Executive Board and Council. She is currently president-elect of the Retired Members Round Table. She is convener of the ALA Bibliocrafters, whose collaborative quilt projects have raised more than $25,000 for library school scholarships.

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**Looking for a good read? The Andrew Carnegie Medals for Excellence Longlist is out**

The longlist for the American Library Association’s Andrew Carnegie Medals for Excellence in Fiction and Nonfiction was announced on Oct. 1. A total of 49 books (24 fiction, 25 nonfiction) were selected this year. The six finalists will be announced on Nov. 4. Two medal winners will be announced at the Reference and User Services Association’s Book and Media Awards event at the American Library Association Midwinter Meeting & Exhibits in Philadelphia on Sun., Jan. 26, 5-7 pm.

The awards were established in 2012, and they’re the first single-book awards for adult books given by the American Library Association. They’re also the only major book award that reflects the expert judgment and insight of library professionals who work closely with adult readers.

For the complete list, visit [www.ala.org/awardsgrants/carnegieadult/longlists](http://www.ala.org/awardsgrants/carnegieadult/longlists).
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