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EDITORIAL
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Editor’s Note
Dear readers:

Public Libraries is doing a little bit of belt-tightening. We have trimmed the size of the journal to 56 pages and likely will keep to that size for the foreseeable future. We also are planning our foray into the world of online publishing, and hope to bring you PL Online soon. Stay tuned for updates.

While we’ve cut back on size, we haven’t cut back on quality. To highlight a couple of features, “Problems Associated with Mentally Ill Individuals in Public Libraries” outlines the challenges in serving mentally ill patrons and “Marketing the Mount Pleasant Public Library to Transitory Residents” shows how one library developed a plan for marketing library services to its oft-changing community. Dive in! There’s much more, too. Thanks for reading!—KH

Editor Kathleen M. Hughes is reading The Elfish Gene: Dungeons, Dragons and Growing Up Strange by Mark Barrowcliffe.

Readers Respond
Library Outreach is the Future!

During my sixteen-year public library career, I have worked at four very different public libraries in the northern and central regions of Indiana and Illinois. Currently I am director of a library district in southwest suburban Chicago (Des Plaines Valley Public Library District).

My favorite definition of outreach and one I have used often is this: Draw a circle around the central or main library building—every library service, program, or library-related endeavor taking

continued on page 5
News from PLA

2009 Public Library Data Service Statistical Report Order Forms Available

The Public Library Data Service (PLDS) Statistical Report, a project of PLA, is designed to meet the needs of public library administrators and others for timely and effective library specific data that illuminates and supports a wide variety of management decisions. Published annually, the PLDS report presents exclusive data from more than eight hundred public libraries across the United States and Canada on finances, library resources, annual use figures, and technology. In addition to these valuable topics, each year’s edition contains a special survey highlighting statistics on one service area or topic. This year’s special survey focuses on public library facilities. The 2009 PLDS report will be available at the 2009 ALA Annual Conference in Chicago. Order forms are now available at www.pla.org for both the 2009 print version and the subscription database.

Winners of PLA Feature Article Contest Announced

PLA is pleased to announce the 2009 winners of its annual feature article contest. The contest awards cash prizes to the authors of the best feature articles written by public librarians and published in the previous year’s issues of Public Libraries.

The first prize award of $500 goes to Julie Scordato, youth services leader, teen services, at the Columbus (Ohio) Metropolitan Library, for her article “Gaming as a Library Service,” which appeared in the January/February 2008 issue.

Second prize of $300 goes to James Keller, director of marketing and communications for the Queens (N.Y.) Library System, for his article, “Branding and Marketing Your Library,” which appeared in the September/October 2008 issue.

The Public Libraries Advisory Committee selects the winners of the contest. The prizes will be awarded during the PLA President’s Program on Monday, July 13, at the ALA Annual Conference in Chicago. Librarians interested in being considered for the 2010 awards can visit http://pla.org/ala/mgrps/divs/pla/plapublications/publiclibraries/contest.cfm for submission guidelines, or e-mail Editor Kathleen Hughes at khughes@ala.org for more information.

PLA President’s Program at Annual Conference to Feature Cokie Roberts

Cokie Roberts will headline the 2009 PLA President’s Program and Awards Presentation scheduled for Monday, July 13, 2009, at 5 p.m. during the ALA Annual Conference in Chicago. Roberts is a political commentator for ABC News and a senior news analyst for National Public Radio. From 1996 to 2002, she and Sam Donaldson coanchored the weekly ABC interview program, This Week.

On the Agenda

ALA Annual Conference
July 9–15, 2009
Chicago

2010
PLA 13th National Conference
March 23–27, 2010
Portland, Ore.

ALA Midwinter Meeting
January 15–20, 2010
Boston

PLA on Facebook and Twitter

PLA has expanded its online presence to include a Facebook page as well as a Twitter feed. Visit our Facebook page at http://tinyurl.com/PLAFacebook and follow our Twitter feed at twitter.com/ALA_PLA. Both are great ways to keep up on the latest news from PLA and connect with members and staff.
Team Building

Spring is here and it’s time for America’s game. In training camps across the country, baseball’s managers are trying to build their teams. Baseball teams must be physically prepared, but also must function as a cohesive group, where every member is invested in and contributes to the success of the organization. As librarians, we need to think about how we build our own teams.

There are many ways to increase spirit among your library’s staff members. There are consulting firms and retreat locations which offer a variety of team-building experiences but the costs can be prohibitive and not everybody is open to rock climbing, cooking lessons, or scavenger hunts.

What options are there for libraries? They are pretty much limitless and are restricted only by a person’s imagination. A recent best-selling book tells the story of how one library’s staff came together to save an abandoned kitten (Devey: The Small-Town Library Cat Who Touched the World). I know one public library cataloging department that takes advantage of every holiday (including Groundhog Day) to build esprit de corps. Monthly birthday parties are common and a great way of building morale and team spirit. However, parties and celebrations do not always work. I once directed a department of exceedingly skilled and wonderful librarians. The one thing that they could not do was plan a party. Team building for this group of library staff members came from a different opportunity. We were expecting two librarians from Croatia to study with us. I thought that we should do everything that we could to make them comfortable and decided we should learn Croatian as a group. It was terrific! We found a volunteer teacher and, since no one knew the language, we all started at the same level. We laughed and supported one another and became a team. No one became fluent in Croatian but we learned more than just another language. We learned to become a team. The group that could not plan a birthday party could accomplish other things together.

The benefit of involving the entire team in real-world issues also creates a sense of togetherness and stimulates continuous improvement and ongoing achievements. Involve your team in planning library services, creating a mission statement, or even developing a budget. Involve the entire staff in devising solutions to real library issues and improving library procedures. Building a team creates buy-in and builds morale, and in these uncertain times, staff morale is vitally important to the success of your library.

We consider our members to be a vital part of PLA’s team and we find your participation invaluable. I invite you to send us your input. Let us know how we’re doing, get involved, join PLAspace, submit an article to Public Libraries—there are many ways to be an active PLA team member. Drop me a line at csheffer@live.com or send e-mail directly to PLA at pla@ala.org. Together we can have a positive impact on our libraries and our professional organization. 🏆
place outside of that circle is outreach.

The Need for Outreach
I believe that libraries need successful library outreach programs for three reasons:

1. Outreach provides library services to those who for a number of reasons cannot physically get to the main library.
2. It turns non-users into users by providing services to those who find traditional library services to be inconvenient.
3. The existence of library outreach services generates invaluable goodwill within a community.

Gone are the days when libraries could be passive institutions. I am declaring that this old model of service is no longer enough. Libraries must not only rethink traditional services, but also things like service hours. As evidenced by the new hours many banks are advertising (nights, weekends), society values the convenience of unusual hours and alternative methods of service delivery.

Within the boundaries of our library district there are five (soon to be six) seniors-only housing developments. In lieu of bookmobile service to these areas, which we cannot yet afford, we make a monthly visit to each of their clubhouse common areas with an assortment of new books. We simply set up a mini library for a couple hours, spreading the books across a few tables and offering basic service. We call this form of outreach “You Pick ‘Em.” Staff members often report that even the people who walk past and do not borrow any materials tell them they are glad we are there providing the service. It is as if our presence there, and the fact that we do loan books to many is enough to generate in their minds a strong goodwill toward us.

Current Trends
As in most other areas of the library world, funding is tight for those providing public library outreach efforts. Throughout my career it has been an unfortunate reality that outreach has often been seen as “extra.” No matter if it is by the sheer momentum of old traditions or a reflection of hard times faced by many libraries, the current state of outreach services can be described as an exercise in doing more with less.

In the modern public library, where budgets are tight, we must be efficient and cost effective in all that we do. It may surprise people to learn that a well run bookmobile service can circulate materials more efficiently (i.e. cheaply) than a traditional library building. While running an outreach department at Tippecanoe County (Ind.) Public Library, I conducted a cost study to determine how much the library spent to circulate one item via the bookmobile versus the circulation counter at the main library. Keep in mind that we did this comparison properly by assigning the outreach department its share of the overhead costs based on its office spaces, utilities, insurance, and so on. The results of this study were illuminating. At that time it cost us $2.02 per item borrowed from the main library and just $1.72 per item borrowed from the bookmobile—a difference of thirty cents! This ratio continued from page 2
Characteristics and Trends

In the Public Library Data Service 2008 Report

In 2008, 872 of 1,641 libraries responded to an invitation to participate in the Public Library Data Service (PLDS) survey, a response rate of 53.1 percent. The libraries ranged in size, from serving 884 to 4,018,080 people in their legal service areas. Figure 1 presents the distribution of participating libraries by population of legal service area.

Research Method

This study used data from the PLDS 2008 Report. For each of the continuous variables, the following statistics were obtained: number of reporting libraries, minimum, maximum, mean, and standard deviation. For each of the categorical variables, frequency and percentage of libraries were calculated. All calculations were performed using Microsoft Excel.

Overall Service

In 2007, PLDS libraries served 89,469,248 registered patrons from a total legal service area population of 178,256,883 in the United States and Canada. PLDS libraries also circulated items 1,388,250,736 times (n = 868 libraries; 1.6 million circulations/library reporting), performed 195,939,114 refer-

Figure 1. Distribution of PLDS 2008 Public Libraries by Population of Legal Service Area
ence transactions \((n = 814\) libraries; 240,711 transactions/library reporting), and provided programs to 45,043,847 patrons \((n = 846\) libraries; 53,243 program participants/library reporting). Table 1 provides a statistical summary of the characteristics of PLDS libraries for 2008.

**Technology**

Technology is increasingly becoming a major component of public library services as demands for, and availability of, information technology increase.

The majority of PLDS libraries reported the following features available through their library websites: Online Public Access Catalog (OPAC), online databases, personalized patron accounts, and online reference services. Regarding the content of their websites, nearly all libraries have a website containing a calendar of events, and most provide community links, children’s and young adult pages, staff-created pages, and acknowledgment of library Friends. The percentage of libraries having these features is the same as or greater than past years.

Libraries are increasingly recognizing the importance of expanding technology service provision. Accordingly, 89 percent of libraries surveyed offer Wi-Fi inside their libraries, 44 percent provide access to locally produced digitized collections, and 71 percent use Internet filters on library computers.

The libraries also reported on modes of virtual reference services. The majority of libraries (60 percent) offer reference services via e-mail, followed by online chat and instant message. Details of the technology services are presented in table 2.

**Library Finance**

The 2008 survey included a special section on financial practices of public libraries. Information on numerous sources and types of library finances was collected. The most common forms of alternative library financing were overdue fines, individual/group monetary contributions, printing services, contributions from Friends organizations, and interest on investment income. The largest monetary contributions came from local library foundations, however. The largest government source of income was state library aid and grants. Additional library finance information is summarized in table 3.

### Table 1. Descriptive Statistics of Participating PLDS 2008 Public Libraries

<table>
<thead>
<tr>
<th></th>
<th>Number of reporting libraries</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Total</th>
<th>Mean</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation</td>
<td>869</td>
<td>3,794</td>
<td>28,925,965</td>
<td>1,391,106,129</td>
<td>1,600,812.58</td>
<td>2,877,446.62</td>
</tr>
<tr>
<td>In-library use of materials</td>
<td>326</td>
<td>247</td>
<td>8,240,524</td>
<td>163,650,119</td>
<td>501,994.23</td>
<td>1,051,738.59</td>
</tr>
<tr>
<td>Population of legal service area</td>
<td>873</td>
<td>884</td>
<td>4,018,080</td>
<td>178,743,812</td>
<td>204,746.63</td>
<td>375,639.47</td>
</tr>
<tr>
<td>Legal service area</td>
<td>761</td>
<td>1</td>
<td>44,475</td>
<td>585,989</td>
<td>770.03</td>
<td>2,237.91</td>
</tr>
<tr>
<td>Reference transactions</td>
<td>815</td>
<td>32</td>
<td>9,296,717</td>
<td>196,238,426</td>
<td>240,783.34</td>
<td>641,739.61</td>
</tr>
<tr>
<td>Library visits</td>
<td>821</td>
<td>1,000</td>
<td>16,391,516</td>
<td>815,904,441</td>
<td>993,793.47</td>
<td>1,731,337.55</td>
</tr>
<tr>
<td>Interlibrary loan to other libraries</td>
<td>856</td>
<td>0</td>
<td>667,880</td>
<td>13,671,600</td>
<td>15,971.50</td>
<td>45,683.42</td>
</tr>
<tr>
<td>Interlibrary loan from other libraries</td>
<td>854</td>
<td>0</td>
<td>808,611</td>
<td>13,535,584</td>
<td>15,849.63</td>
<td>49,736.40</td>
</tr>
<tr>
<td>Program attendance</td>
<td>865</td>
<td>20</td>
<td>1,966,632</td>
<td>45,178,761</td>
<td>52,229.78</td>
<td>116,303.03</td>
</tr>
<tr>
<td>Holdings</td>
<td>869</td>
<td>7,800</td>
<td>21,126,964</td>
<td>494,395,569</td>
<td>568,924.71</td>
<td>1,271,934.23</td>
</tr>
<tr>
<td>Bookmobiles</td>
<td>873</td>
<td>0</td>
<td>10</td>
<td>376</td>
<td>0.43</td>
<td>0.86</td>
</tr>
<tr>
<td>Total public service hours per month</td>
<td>863</td>
<td>16</td>
<td>5,230</td>
<td>284,517</td>
<td>329.68</td>
<td>560.03</td>
</tr>
</tbody>
</table>
Selected Library Services by Population

The population by legal service area of individual libraries influences many relevant output measures. Several of these are analyzed in figures 2–9.

Library visits per capita was highest for the group of libraries with populations under five thousand and lowest for the libraries with service populations of one million and up (see figure 2). Libraries with a population under ten thousand had approximately twice as many visits per capita as libraries with a population of one million and up and a 50 percent increase in visits per capita as libraries with populations between fifty thousand and one million.

Like library visits, circulation per capita, percent registrations per capita, and holdings per capita were highest for populations below five thousand and lowest for populations of one million and up (see figures 3–5). Similarly, there is a downward trend as the population increases except for a rise in libraries serving 500,000 to 999,999 individuals.

The pattern for holdings per capita differed from those mentioned previously in that the drop off was more significant as the service area increased (see figure 5). Holdings per capita decreased substantially as

Table 2. Frequency of the Libraries with Selected Technology Features, 2008

<table>
<thead>
<tr>
<th>Number of libraries</th>
<th>Percent of libraries (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>873</td>
</tr>
<tr>
<td><strong>Library website features:</strong></td>
<td></td>
</tr>
<tr>
<td>OPAC/online catalog</td>
<td>832</td>
</tr>
<tr>
<td>Library purchased online databases</td>
<td>758</td>
</tr>
<tr>
<td>Personalized patron accounts</td>
<td>682</td>
</tr>
<tr>
<td>Online reference services</td>
<td>645</td>
</tr>
<tr>
<td><strong>Library website contents:</strong></td>
<td></td>
</tr>
<tr>
<td>Programming information/events calendar</td>
<td>836</td>
</tr>
<tr>
<td>Children’s/young adult page(s)</td>
<td>729</td>
</tr>
<tr>
<td>Community links</td>
<td>739</td>
</tr>
<tr>
<td>Library Friends’ page(s)</td>
<td>563</td>
</tr>
<tr>
<td>Basic library information</td>
<td>856</td>
</tr>
<tr>
<td>Library staff created content</td>
<td>631</td>
</tr>
<tr>
<td><strong>Libraries that have website:</strong></td>
<td></td>
</tr>
<tr>
<td>Wireless Internet access</td>
<td>776</td>
</tr>
<tr>
<td>Wireless extending outside the library</td>
<td>351</td>
</tr>
<tr>
<td>Access to locally produced digitized collections</td>
<td>382</td>
</tr>
<tr>
<td><strong>Virtual reference services via:</strong></td>
<td></td>
</tr>
<tr>
<td>E-mail/web form</td>
<td>526</td>
</tr>
<tr>
<td>Chat reference</td>
<td>275</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>158</td>
</tr>
<tr>
<td><strong>Filtered Internet access:</strong></td>
<td></td>
</tr>
<tr>
<td>Staff</td>
<td>507</td>
</tr>
<tr>
<td>Patron</td>
<td>85</td>
</tr>
</tbody>
</table>
Table 3. Descriptive Statistics of Library Finance, 2008

<table>
<thead>
<tr>
<th>Library foundation</th>
<th>Number of libraries</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Total</th>
<th>Average</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>285</td>
<td>250.00</td>
<td>40,000,000.00</td>
<td>549,522,180.05</td>
<td>1,928,148.00</td>
<td>5,264,767.67</td>
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<tr>
<td>Annual income</td>
<td>245</td>
<td>10.00</td>
<td>8,728,475.00</td>
<td>89,480,783.26</td>
<td>365,227.69</td>
<td>947,773.88</td>
</tr>
<tr>
<td>Government income sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology Act</td>
<td>250</td>
<td>276.00</td>
<td>2,659,309.00</td>
<td>14,694,238.35</td>
<td>58,776.95</td>
<td>195,729.53</td>
</tr>
<tr>
<td>E-rate funding</td>
<td>368</td>
<td>29.00</td>
<td>1,675,539.00</td>
<td>22,432,574.01</td>
<td>60,958.08</td>
<td>161,233.73</td>
</tr>
<tr>
<td>Other federal sources</td>
<td>97</td>
<td>600.00</td>
<td>2,415,700.00</td>
<td>17,906,779.01</td>
<td>184,605.97</td>
<td>398,328.62</td>
</tr>
<tr>
<td>State library aid/grants</td>
<td>572</td>
<td>100.00</td>
<td>27,477,426.00</td>
<td>289,323,622.01</td>
<td>505,810.53</td>
<td>1,991,384.45</td>
</tr>
<tr>
<td>Other state sources</td>
<td>151</td>
<td>139.00</td>
<td>10,667,920.00</td>
<td>28,148,638.40</td>
<td>186,414.82</td>
<td>927,871.60</td>
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<tr>
<td>Regional sources</td>
<td>70</td>
<td>95.00</td>
<td>21,470,565.00</td>
<td>66,445,436.00</td>
<td>949,220.51</td>
<td>3,274,831.03</td>
</tr>
<tr>
<td>County sources</td>
<td>310</td>
<td>95.00</td>
<td>88,492,094.00</td>
<td>1,168,201,727.81</td>
<td>3,768,392.67</td>
<td>8,356,571.41</td>
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<tr>
<td>City/municipal sources</td>
<td>348</td>
<td>122.00</td>
<td>101,287,989.00</td>
<td>1,363,676,126.64</td>
<td>3,918,609.56</td>
<td>9,934,306.72</td>
</tr>
<tr>
<td>Alternate income sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local library foundation</td>
<td>212</td>
<td>105.00</td>
<td>12,406,067.00</td>
<td>45,754,175.11</td>
<td>215,821.58</td>
<td>920,095.66</td>
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<tr>
<td>Local library endowments</td>
<td>146</td>
<td>300.00</td>
<td>1,147,848.00</td>
<td>9,914,789.72</td>
<td>67,909.52</td>
<td>153,722.06</td>
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<tr>
<td>National foundations/endowments</td>
<td>104</td>
<td>600.00</td>
<td>818,992.00</td>
<td>4,247,280.19</td>
<td>40,839.23</td>
<td>90,718.52</td>
</tr>
<tr>
<td>Other foundation sources</td>
<td>167</td>
<td>100.00</td>
<td>917,000.00</td>
<td>9,378,517.44</td>
<td>56,158.79</td>
<td>126,319.51</td>
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Figure 2. Visits Per Capita by Population of Legal Service Area

Figure 3. Circulation Per Capita by Population of Legal Service Area

Figure 4. Percent Registrations of Population by Population of Legal Service Area
the population group size increased up to the 10,000 to 24,999 population range, and then showed a general decrease among the remaining population sizes with the 500,000 to 999,999 range once again showing a marked increase.

Continuing the more marked trend seen with holdings per capita, in-library use of materials per capita was much higher for libraries with a population below 5,000 (see figure 6). All other libraries fluctuated with from one-third to one-half the per capita measure.

Showing a reversal in the trend mentioned previously, collection turnover was highest for libraries with larger populations of legal service area with a maximum for libraries serving between 500,000 and 999,999 individuals (see figure 7).

Income and Expenditures by Population

Income and expenditure measures did not follow the same pattern as the service measures (see figures 8 and 9). Income per capita and expenditures per capita were highest for the population range 25,000 to 49,999. Populations below five
thousand also saw a high measure, with other populations having lower but similar per capita income and expenditure measures. In the case of income, the fluctuations were much larger than for expenditures.

Library Outputs in Relation to Expenditure
Expenditures are a primary concern of many libraries and often there is a need to validate that an expenditure has yielded a desired result. Table 4 looks at various library outputs as related to expenditure. In 2008, for each $1,000 of library expenditures, libraries on average generated 154 library visits, circulated 237 items, had twelve patrons attend programs, fielded twenty-nine reference questions, and registered eighteen new patrons. Compared to 2007 values, reference transactions were reduced while library registrations were increased. Other values remained statistically the same.
Youth Get New Start @ Boston Public Library

No longer will old library fines stop kids from using the Boston Public Library (BPL) as a resource for homework assistance, computer access, and free programs. BPL waived all fines and lost book charges for youth and teen library cardholders for the months of November and December 2008—allowing all youth to start the New Year with no outstanding fines and no lost items.

Information was sent home to thirty-six thousand students through the Boston public schools.

As a result, more than fifty thousand youth with outstanding fines or lost items on their library accounts had them automatically removed from their records and teen registrations went up 85 percent.

For more information, contact the BPL Communications Office at (617) 859-2220.

Student Mural Brightens Library Parking Garage

Fast forward ten years from now and eleven Ohio artists will be in their twenties. As they drive in the underground parking garage of the Toledo-Lucas County (Ohio) Public Library's (TLCPL) main library, they will see how their work as teens impacted the community at large.

These artists, current teen apprentices of the Arts Commission of Greater Toledo's Young Artists at Work program, have created a colorful seven-hundred-square-foot mural created for the garage entrance of the main library.

“This mural not only adds color and vibrancy to the main library’s underground parking lot, but it also instills knowledge and pride in the history of greater Toledo to all who pass by. The library is extremely honored to be a part of this project and especially proud that young people created such a dynamic mural with depictions that share a rich legacy,” said CCPL Executive Director Sari Feldman. “We hope this campaign will help build a good feeling about books within the community and remind people that the library and its trained staff can help them find new favorites.”

For more information, contact Madeline Brookshire, marketing director, at (216) 749-9496 or write mbrookshire@cuyahogalibrary.org.

Library Launches Celebrity Ad Campaign

The Cuyahoga County (Ohio) Public Library (CCPL) has launched a multimedia advertising campaign centered around Reconnect with Reading, the library's ongoing initiative to promote the pleasures and benefits of reading. The campaign consists of print, online, digital billboard, and transit ads featuring Seattle book expert Nancy Pearl and local celebrities.

“Reading is our business and the core value of public libraries,” said CCPL Executive Director Sari Feldman. “We hope this campaign will help build a good feeling about books within the community and remind people that the library and its trained staff can help them find new favorites.”

For more information, contact Madeline Brookshire, marketing director, at (216) 749-9496 or write mbrookshire@cuyahogalibrary.org.
said TLCPL Director Clyde Scoles. For more information, call (419) 259-5207 or visit www.toledolibrary.org.

Motion Picture License Purchased Statewide

The Nebraska Library Commission funded a statewide license for public viewing of motion pictures and videos in Nebraska public libraries, at no cost to the libraries. This license (through Movie Licensing USA, which provides public performance site licensing to schools and libraries on behalf of major motion picture studios) allows for movies and videos to be shown as part of library programming. An unlimited number of films may be shown through the year.

For more information, contact Sally Snyder at (402) 471-4003 or write ssnyder@nic.state.ny.us.

Texas State Library and Archives Commission Receives $500,000 Grant

The Texas State Library and Archives Commission (TSLAC) received a $500,000 grant, to be issued over a three year period, from the Summerlee Foundation of Dallas for the conservation lab and program at the Lorenzo de Zavala Building in Austin.

The lab will be the archival equivalent of a hospital where documents, photographs, maps, and other materials that are in need of stabilization and protection from corrosion and deterioration will be treated. Lab personnel will implement different methods to treat historical documents to ensure the long-term availability of materials in the Texas State Archives. Treatment includes cleaning, mending, deacidifying, and encapsulation.

The creation of physical space for the TSLAC Conservation Lab is part of the current $15.5 million legislative appropriated renovation of the Lorenzo de Zavala Building that is in progress. The grant will be used for non-construction items to outfit the state-of-the-art conservation lab with general conservation tools, furnishings, lab equipment, book conservation and binding equipment, microscopes, an isolation glove box, tracking software, hazardous and flammable proof storage, water filtration system, UV lighting filters, washers, freezers, and a desiccating oven.

The Texas State Archives include public records dating from the mid-eighteenth century and currently has more than sixty thousand cubic feet of archives.

“Without conservation, a large portion of the treasures of Texas history will be lost forever,” said Rudd.

For more information, contact TSLAC Communications Officer Derick Hackett at (512) 463-5514 or write dhackett@tsl.state.tx.us.

Cuyahoga County Public Library and Time Warner Cable Partner for Free Gift

For the third consecutive year Cuyahoga County (Ohio) Public Library (CCPL) partnered with Time Warner Cable to produce Great Books for Kids, an annual gift guide of the best recently published books for children and families. The annotated guide features more than one hundred titles selected by the library’s youth services staff. Each title is accompanied by a brief story summary and the publisher’s suggested price to help parents, grandparents, and guardians plan their shopping for holiday and special occasions. All of the titles listed are also available to borrow from the library.

Copies of Great Books for Kids are available free of charge at all twenty-eight CCPL branches and at area Time Warner Cable payment centers.

For more information, visit www.cuyahogalibrary.org.

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For more information, call ALA-APA at 800-545-2433, x2424 or email jgrady@ala.org.

Get the Real Numbers! You need accurate data for: Budgeting Professional salary research Market data comparisons Performance reviews Job searches Statistics and trends Job descriptions

… an additional resource when presented with the challenging issues of salaries.” — Sue Zernick, Libr. Mgr, I. Library

Consult ALA-APA Library Salary Data Tools for Credible, Industry-Specific Information for Your State and Region

Know How Your Library Salaries Measure Up!
“Perspectives” offers varied viewpoints on subjects of interest to the public library profession.

Across the Spectrum

The Spectrum Scholarship Program was established by the American Library Association (ALA) in 1997 to address the issue of “under-representation of critically needed ethnic librarians within the profession while serving as a model for ways to bring attention to larger diversity issues in the future.” The three-year program was designed to provide 150 scholarships in the amount of $5,000 each. ALA put up $900,000 for the program. In addition, they were charged with securing funds for the program’s continuation. In April 2000, the ALA Executive Board voted to transfer $1 million into the Spectrum Scholarship Endowment. In 2007, the program celebrated its ten-year anniversary. As of that anniversary, the Spectrum Program had supported 415 students with scholarships totaling more than $2.5 million. Others are now stepping up to the plate. In January 2009, two library schools provided matching funds to two Spectrum Scholars. Simmons Graduate School of Library and Information Science in Boston will be providing Steven De’Juan Booth from Chicago with an additional $5,000. The University of Oklahoma’s School of Library and Information Science will be offering Oklahoma native George Gotschalk with the same matching funds.

You can support the Spectrum Program in several ways. Pledges can be made through ALA’s Development Office, when renewing your ALA membership, or the GiveALA website at www.ala.org/giveala.

Keeping the Legacy Alive

Christine Jackson (cjackson323@hotmail.com), Office Information Manager, Gilbert & Sackman, and student, San Jose State University School of Library and Information Science, Los Angeles

I am beginning my last semester after which I will complete my second degree. Coming from a family where only one other person has graduated from college and I am the first to attend and complete graduate school, this accomplishment is tremendously significant. For me, the most meaningful aspect of the Spectrum Scholar experience was the 2008 Spectrum Leadership Institute held directly before ALA Annual Conference. The institute inspired me to continue along this career route. The sense of camara-
derie and lessons learned are things that will accompany me throughout my career and my life.

The purpose of the Spectrum Scholarship is to provide funding and resources for minority library school students, increasing diversity within the profession, and making it more representative of the communities that libraries serve. I felt a sense of inclusion that is rare in both my current workplace and the profession I will soon enter. I learned to take this feeling of inclusion wherever I go, drawing on the strength of the group I was part of, and recognizing other ways of becoming a part of communities within librarianship.

Many of these communities were represented at the institute’s Professional Options Fair, where I spoke with librarians of various professional specialties. The librarians had varying levels of experience, and I received valuable advice from both new librarians and library directors who were planning to retire soon. I felt a kinship with the children’s librarians I spoke with, the ones who love children as much as I do and are working with them as I hope to do in the near future. Being with these professionals, whose values and interests so closely match my own, was entirely new to me and an experience I won’t soon forget.

Also difficult to forget were the informal conversations I had with different scholars throughout the institute. Being able to share this monumental experience with others was an invaluable part of the process. I was deeply impressed by the array of career aspirations and ethnic and familial backgrounds among the many people I spoke to.

The panels and programs held throughout the institute were especially instructive, informative, and inspiring. In the panel “Rad Ref and Beyond,” I learned about Radical Reference, a volunteer collective that answers reference questions for independent journalists and activist communities. This collective upholds strong beliefs regarding access to information by providing information where it is needed, and I learned that librarians can be activists in their communities simply by being available and giving time and information to their patrons. The institute encouraged an atmosphere of community involvement, showing us that—as librarians, information providers, and beneficiaries of this unique and revolutionary opportunity—we have a responsibility to be involved in our communities whenever possible.

The “Origins of Spectrum” panel discussion detailed the hardships faced by the founders of the scholarship while trying to secure funding and stability. There was strong opposition to the scholarship when it was first introduced, and founders persevered to ensure its inception. Since then, funding has had both drops and rises, and the ALA’s Office for Diversity is still struggling to attain long-term funding. I am intensely grateful not only that I was selected for the scholarship, but also that the scholarship continues to exist due to the diligence of the Office for Diversity.

I imagine all the scholars took with them the lessons, practical advice, and motivation espoused through the three-day institute. During the closing ceremony, many scholars shared personal experiences with the group. There was the scholar who was inspired to continue her work in a disadvantaged neighborhood; the scholar who learned English at the library after emigrating to the United States; the scholar who wished he could transport the closeness of being among his peers back to his workplace; and me, the scholar just starting out, finding inspiration among others just like and very different from me, coming to understand the level of community that is possible among people who are dedicated to what they do. We ended the institute with this key advice that has stuck with me: keep the Spectrum legacy alive and pass it forward. I try to do this by remembering this experience every day.

Never Can Forget

KELLI A. HUGHES (KHUGHES06@HOTMAIL.COM), OUR LADY OF SORROWS SCHOOL LIBRARY, FARMINGTON, MICHIGAN

My mother always said I was hard-headed. I think this is a nice way of saying I am stubborn. To me, it means I usually have to hear a set of instructions several times before actually being able to execute them. For instance, my parents told me over and over to drive slowly in Michigan’s snowy weather. However, it was not until I was driving 50 mph on an icy highway and slid into a wall that I began to learn my lesson. In fact, I did not fully learn it until I arrived home with a smashed bumper and cracked headlights, and my mother greeted me with, “I told you to drive slowly in winter weather.” Then I finally got it.

Thankfully, during the 2006–07 Spectrum Leadership Institute, the weather was unusually warm and humid (at least for a Michigander like me) and the speakers used repetition to drill facts into a cohort of sixty-nine future librarians of color. Being a school librarian has been a lifelong dream of mine that was finally fulfilled in September 2008. I do not think I could have successfully completed my graduate course work and obtained employment
without living out these three terms that became engraved on my memory as a Spectrum Scholar: dream team, advocacy, and skill set.

Much of the three-day institute was spent on career development skills. We were privileged to hear from a variety of prominent librarians and also to learn branding techniques. “Brand yourself” was a recurring theme throughout the conference, which refers to combining your core values and passions to present your best self. An important component in branding is creating a dream team, a group of people who can advise you on reaching your career goals.

Although I do not have an official dream team, there are a group of individuals that come to mind who have heavily influenced my career. This includes my former high school librarians, my advisor from library school, supervisors and coworkers from the public library I worked at during high school and through graduate school, retired librarians, and the library media specialists that I shadowed along the way. I have run to the women in my team with questions, tears, frustration, anger, excitement, and joy as I have had to make choices and changes in my library career.

Former Spectrum Scholars facilitated many sessions during the Institute. Once you become a Spectrum Scholar, you are forever part of the Spectrum family. Time and time again, these scholars told us the importance of informing interviewers about our Spectrum Scholar status. They each stated instances where employers honored the fact that they were Spectrum Scholars.

After the Spectrum Leadership Institute and the ALA Annual Conference, I returned to Michigan that late June and skeptically added “American Library Association Spectrum Scholar, 2006” to the honors and awards section of my résumé. I honestly never thought I would come across an interviewer who would recognize what it meant to be a Spectrum Scholar.

Nevertheless, I kept the information on my résumé and was proved wrong when I was interviewing for library media specialist jobs in the summer of 2008. In the middle of an interview, the interviewer—who was reading my résumé as I answered questions—stopped and proclaimed, “Now I know where I’ve seen your name before—you’re a Spectrum Scholar!” Then she turned and informed her colleague about the vision of the Spectrum Scholarship Program. I finally saw the significance of telling others about my Spectrum experience and developed a true sense of pride in my accomplishments. I did not get the job, but I was called back for a second interview, which was a major milestone on my interviewing journey.

Part of the institute included a résumé writing workshop where we received many useful tips. At the time, I held a part-time paraprofessional job in children’s services at a public library. I had worked my way up through the system, and even though I was on the school library media track for my graduate course work, I thought I would probably stay employed at the public library and work in children’s services.

In the spring of 2008, I attended the Michigan Library Association’s Spring Institute and went to a session where ALA-Allied Professional Association Director Jenifer Grady would be speaking. I chose to go to the session because I remembered her name from the Spectrum Leadership Institute and thought the topic of salaries in libraries could be of use to me. Also, by this time, I was toward the end of my degree program and had decided I wanted to follow my initial path to become a school library media specialist, meaning that very soon I would have to leave my beloved public library.

In the session, she talked about creating a transferable skill set. I realized that my ticket out of the public library world would be to emphasize strengths and accomplishments that could be useful in the school library as well. I held a teaching certificate, but no professional classroom experience, so I knew the road ahead of me was going to be a tough one.

After my first failed media specialist interview that spring, I called the principal who interviewed me, explained how I was seeking a career change, and asked what I could do differently. She responded by saying that I presented myself well, but interviewed like a public librarian. As soon as she said that, I remembered the transferable skill set, and wrote down a list of things I had done that could be applied in a school library. I practiced presenting my skills in a scholastic manner, and after interviewing with five districts, I finally landed a much-loved school library media position.

So what can I say about my Spectrum Scholar experience? It reminds me that goals can be achieved in an affordable manner. It reminds me that what I do is important and that my career as a minority librarian matters. And time after time, it reminds me that I belong.

Expanding the Vision

SHU-HUA LIU (SHUHUALIU2000@YAHOO.COM), SAN JOSE (CALIF.) PUBLIC LIBRARY

I could not withold my exuberance when I was notified by ALA that
My Spectrum Scholar experience reminds me that goals can be achieved, that what I do is important, and that my career as a minority librarian matters.

I was a recipient of the Spectrum Scholarship. I was overjoyed that my efforts had paid off. Immediately, I wanted to pick up the phone and share the honor with my family in Taiwan. Of the scholarships that I have received, the Spectrum Scholarship is the most significant because of the special meaning that it holds to me. The selection criteria for this scholarship include academic excellence, leadership, and a commitment to a career in librarianship. For me, the award represented more than a mere monetary benefit; it affirmed my commitment to serve the community through my work. I was born in a Chinese family and immersed in Asian culture as a child, and I took my ethnic background for granted. I saw myself as no different from all the other people who shared my Asian features, and therefore there was not any special bond between myself and the community. Receiving the Spectrum Scholarship expanded my vision and affected the way I viewed my cultural heritage.

The moment I was awarded the scholarship, I received the title of Spectrum Scholar. At the Spectrum Leadership Institute in 2005, I met— for the first time—other scholars representing various ethnic groups all over the country. The exposure to the vivid diversity was an exceptional learning experience for me. The unique features of the Spectrum Leadership Institute included many distinguished speakers, as well as dedicated volunteers. Past Spectrum Scholars volunteered their time to coordinate the event, share experiences, and offer assistance to new scholars. Distinguished library leaders delivered inspiring speeches to encourage us. During the short, three-day workshop, I learned life lessons that I would not be able to obtain from textbooks in library school. Their messages were to chase our dreams instead of a salary, to get involved, to keep our passion for doing what we do, and to be a role model. I realized that the award I had accepted was more than a scholarship but an important mission to serve people.

The relationships among the Spectrum Scholars did not end after the Leadership Institute. Once we received the award, we became part of a big Spectrum family, comprised of scholarship recipients since 1998. The Spectrum family is a large support group where we share our mailing list with information about job postings, training announcements, workshops, professional advice, and updates of recent ALA initiatives. Numerous Spectrum Scholars exemplified the spirit of librarianship—enthusiasm, kindness, and assistance in guiding new scholars. I saw scholars that found new jobs and good housing information with the help of other Spectrum Scholars. The baton of organizing events for the Leadership Institute passed to new scholars year after year. In 2008, I volunteered in the career fair and welcomed new scholars. I was proud to experience the commitment and connection of diverse individuals into a whole group.

Being a Spectrum Scholar significantly influenced the way I viewed my role at work. I started my librarian job with San Jose (Calif.) Public Library after I earned my MLIS degree in 2006. I began to reexamine the importance of my cultural background and actively took any opportunity that I could to serve the community. Volunteering was the first thing I did to understand the needs of diverse groups. Outside of work, I volunteered as a translator for the Services, Immigrant Rights, and Education Network (SIREN) to help low-income immigrants and refugees. I saw how my unique ethnic position not only benefits a huge Chinese community but also helped me relate to other ethnic groups.

At the branch library where I work, I collaborated with local organizations to start bilingual citizenship classes in four different languages (Hindi, Vietnamese, Chinese, and Spanish) and maintained the collections in Asian languages and English learning. In addition, I networked with social services agencies to organize a senior health fair to assist elders and caregivers in getting information on health, insurance, nutrition, and fitness. Participation in the library programming team to help new Americans provided me with another opportunity to explore possibilities to serve diverse library customers. These include the Book Club for English as a Second Language (ESL) learners; awareness of American culture; life skills workshops including job searching, computers, financing, and understanding social services of government agencies; bilingual storytime; and much more. Involvement in diversity activities naturally became an essen-
tial part of my job after I became a Spectrum Scholar. Even when I went to the ALA Annual Conference, I took the opportunity to volunteer at the international visitor center assisting diverse librarians with their information needs.

The Spectrum Scholarship Program celebrated its tenth anniversary in 2007. In past years, hundreds of diverse leaders have been built up through this program and are working in different library settings today. No matter where we work and what we do, the spirit of Spectrum Scholars kindles our desire to get involved and to excel. I am proud to be a Spectrum Scholar and of the privilege to serve people with unique cultural and ethnic identities.

References
3. Lynn Blumenstein, “$1M Ensures Spectrum’s Future,” Library Journal 125, no. 10 (June 1, 2000).
“Internet Spotlight” explores Internet and Web topics relevant to librarians in the public library sector. Your input is welcome.

MICHAEL PORTER is Interactive Strategy Manager at Webjunction.org; michael.libraryman@gmail.com. Michael is reading Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath.

DAVID LEE KING is Digital Branch and Services Manager, Topeka & Shawnee County (Kans.) Public Library; davidlee king@gmail.com. David is reading tweets about his library.

If you have feedback about this article, would like to suggest a topic for future Internet Spotlight articles, have an interesting Internet resource to share, or if you just want to say hello, please feel free to e-mail the editors.

Magazines Going Digital

A while back, David was reading Helene Blowers’ blog (www.librarybytes.com). She had posted about U.S. News & World Report abandoning their print edition in favor of a Web-only format. That article mentioned another major publication doing the same thing—the Christian Science Monitor. About a week later, David saw three more magazines go down the same path: PC, Jet, and Ebony.

So this column focuses on magazines going digital and how this will affect libraries. We both agree that our fellow librarians must conscientiously and regularly take time to ponder the scenarios and questions that follow. We feel confident that libraries can remain useful and effective as things evolve.

We have the ability to look at the marketplace, its history, and trends—and most importantly—get your feedback. So please read on and send comments to help us predict the future of digital magazines and libraries together.1

For Public Libraries

What do we do with the periodicals room once print magazines (mostly) go away? We need to put something there, right? Here are some thoughts on that, almost all of which of which still relate to magazines and reading. They also start to phase in participatory journalism and user-generated content with the library as a focal point:

- It’s a great quiet reading room; it could still be that.
- We can replace the magazine shelving with rows of computers.
- We will eventually need to add many more e-readers (such as Amazon Kindle and Sony Reader) to our circulating collection.
- The old periodicals reading area becomes a publishing room for other online publications (personal blogs, videoblogs, and so on).
- A way-cool, tricked-out gaming room!

Within the next ten years or so, we predict that many more major magazine and newspaper publications will be going all-digital. In that environment, should we continue to provide a format-based area of the library (the periodicals room)? It’s rather irrelevant in a Web-based world. We need to be thinking about this now.
For Librarians
What will you do when there are no serials anymore, or at least when they’re almost all online?
Do you know how to use online magazines? Can you find the back issues? Do you know how to use their website’s search engine? Can you tell them apart from blog hits in a search results list? Can you use something like Yahoo! Pipes to create a customized current news feed or magazine search engine? It might be time to do some serious exploratory work.

We don’t have all the answers here, but we do have some suggestions. The big one is this: become more of a techie.

Here’s another suggestion: learn the emerging Web like it’s the back of your hand. Digital magazines and newspapers primarily use e-mail alerts and RSS feeds. This is something you’ll need to know.

For Our Websites and Catalogs
This is where it gets really interesting. What do you do with magazines that have gone digital? You might still be subscribing to them, just in a different format. More things to think about:

• How do you provide access to digital magazines on your website?
• Do you put the record of the magazine in the catalog, with a link to the website? (Maybe.)
• Do you make a magazines page, and designate that these magazines are special (because you paid for them)? (Maybe.)

You could set up some computers in your periodicals area to be the “magazine PCs” and make a special start page that links to appropriate sites. But wait, this next part is important! We link primarily to databases when we’re talking about online publications. Instead of twenty to eighty databases, you might have two thousand separate sites to link to . . . yikes!

And of course, there’s the citation thing—you’ll have to know how to do it digitally. And teach it, which leads us to the next thing . . .

Training!
At some point in the near future, you will have to start teaching your patrons about the wonders of RSS feeds. This is huge! Especially for your regular news junkie patrons—they’ll still want their favorite news sources, and they’ll want you to show them how to access them.

For that to happen, your library staff needs to be up to speed. And not just that one tech-friendly librarian either—we mean all of you! So train staff now, then start training your community.

Other side implications: older patrons will need to know these things, too. Have you set up your public PCs so that patrons can adjust the font size to their liking? Are the monitors big enough, or do you have a special area where they can use adaptive technology?

More questions: are you blocking sites like MySpace, Facebook, or YouTube? If so, you might also be blocking feed readers like Bloglines or Google Reader. Are you ready for more sustained, steady use of your computers? Are your chairs comfortable? If not, I’d suggest adding new chairs to next year’s budget. Print is shrinking, content is not!

Conclusion
Let’s finish up with some interesting tidbits from the Pew Research Center, a think tank organization that explores many issues, including how the Internet affects us. They recently released a report that says:

The internet, which emerged this year as a leading source for campaign news, has now surpassed all other media except television as a main source for national and international news. Currently, 40% say they get most of their news about national and international issues from the internet, up from just 24% in September 2007.2

We think their 40 percent number will continue to rise. This means our print periodicals will be going away sooner rather than later, and we have a great opportunity to teach our library communities about it now.

References and Notes
“Bringing in the Money” presents fundraising strategies for public libraries. Many librarians are turning to alternative funding sources to supplement shrinking budgets. Fundraising efforts not only boost finances, but also leverage community support and build collaborative strategies.

The Zen of Library Fundraising

The Zen of the Grant Request

The Archives Keeper and the Fundraising Assistant gazed out the window of their library. Behind them, the royal state archives buzzed with activity as people from all levels of society used the books and manuscripts for research, entertainment, advice, and enlightenment. Outside the window stretched the city and its walls, and the farmlands beyond. Snow was starting to fall.

“I’ve been working on this grant request for three weeks,” said the Fundraising Assistant. “And there’s still so much to do.”

“Take peace in knowing that the grant will write itself now,” said the Archives Keeper.

“Couldn’t it have written itself before I put in three weeks of work?” asked the Fundraising Assistant.

“You were not ready for the grant to write itself. Less and less do you need to force things until finally you arrive at non-action. Now you are ready. You would not be ready if you had done otherwise,” said the Archives Keeper.

“Tell me, master, is this really a good use of my life?” asked the Fundraising Assistant.

The Archives Keeper answered:

In dwelling, live close to the ground.
In thinking, keep to the simple.
In conflict, be fair and generous.
In governing, don’t try to control.
In work, do what you enjoy.
In family life, be completely present.

The Fundraising Assistant considered this and asked: “I should write the
grant because I enjoy writing it?” “Do what you enjoy,” said the Archives Keeper.4

The Zen of Acceptance of the Refusal

The Fundraising Assistant received a form letter declining the grant request that he had spent weeks preparing. In despair, he went to the Archives Keeper. “This is bad!” cried the Fundraising Assistant, and he fell to the floor weeping.5

“How do you know this is bad?” asked the Archives Keeper. “I will tell you a story . . .”

On that hill beyond, there once lived an old man, his son, and their only valued possession—a horse. Then, one day, the horse ran away. Their neighbors gathered around to console them, saying, “This is really bad!” But the old man asked, “How do you know this is bad?”

The horse returned the next day, with other horses accompanying him. The neighbors saw and came running to congratulate the man and his son on their good fortune. “This is good!” they said. But the old man asked, “How do you know this is good?”

The next day, the son attempted to ride one of the wild horses and fell and broke his leg. Once more, the neighbors gathered around to console him, saying, “This is bad!” But the old man asked, “How do you know this is bad?”

A great general arrived the following day, forcefully enlisting all the able-bodied young men in the province to serve in his army to fight barbarians in a far-away land. They did not take the young man because of his injury.6

The Fundraising Assistant pondered the story. “Perhaps it is good that we did not get the grant.” “Perhaps we will get the next one,” said the Archives Keeper.7

The Zen of the Annual Campaign

“It is time to send out the annual campaign letter,” said the Fundraising Assistant. “Would you like to write it, or should I?” The campaign letter always went out under the signature of the Archives Keeper, although the Fundraising Assistant usually wrote the text.

“What must go in the letter?” asked the Archives Keeper.

“We must ask the people to give generously this year,” replied the Fundraising Assistant. “Then write a nice, heartwarming story about the importance of our library. Thank them in advance for giving, and close the letter quickly. Keep it to a single page.”8

“Ah,” said the Archives Keeper. Two days later, the Archives Keeper came to the Fundraising Assistant with his first draft. Eagerly, the Fundraising Assistant took the letter and read it:

Dear ________:

There is a time to weep and a time to laugh. A time to mourn and a time to dance. A time to keep and a time to give generously.9 Give generously at this time. Support your beloved library.

The Archives Keeper

“It’s a start,” said the Fundraising Assistant. “But you left out the heartwarming story.”

“I will try again,” said the Archives Keeper.

He returned two days later with his final draft. It read simply: “Give.” “I have stripped this to the essential,” said the Archives Keeper. “The other words were clutter. I have reduced this to the essence of fundraising.”

“And the heartwarming story?” asked the Fundraising Assistant.

“I believe it is implied,” replied the Archives Keeper. Pleased with the obvious effort made by the Archives Keeper, but mildly concerned with a request that could also be used by a bank robber, the Fundraising Assistant said, “I think we’re nearly there. May I write the next draft?”10

The Fundraising Assistant’s next draft asked the recipient to give generously, told a heartwarming story about the library, and closed with a note of thanks. The Archives Keeper approved the Fundraising Assistant’s work and signed the letters. And on each letter, above the text, he wrote:11

The Master has no possessions. The more he does for others, the happier he is. The more he gives to others, the wealthier he is.12

References and Notes

1. The Archives Keeper is modeled on Lao Tzu, author of the Tao Te Ching. According to one ancient Chinese document, Lao Tzu lived around 500 BC and worked in a state archive in a small Chinese kingdom. Because of the reference to Lao Tzu working in an archive, he is often cited as one of the first librarians known to history. While the Tao Te Ching is one of the summits...
of the world's wisdom literature, it unfortunately contains no references to manuscripts or their care. If Lao Tzu truly was an Archives Keeper, the archive in his care was probably fully state funded, and he would have had no need to apply for grants, send out annual appeals, or employ a Fundraising Assistant.

2. Lao Tzu, *Tao Te Ching*, trans. Stephen Mitchell (New York: Harper Collins, 1999): verse 48. Mitchell is a prodigiously gifted translator who has also applied his talents to creating inspired translations of *Genesis* and the *Book of Job* from the original Hebrew. While I will only footnote direct quotes from Mitchell’s translation of the *Tao Te Ching*, this entire column is indebted to his work.

3. Ibid., verse 8.

4. I should probably point out that this is an unusually enlightened management perspective.

5. Based on personal experience.


7. In one case, early in my fundraising career, I was fired shortly after a major grant request was turned down. “That's really bad!” you might say. But, no, it eventually worked out for the best, although it was a bruising experience at the time. While the particular philosophical approach expressed in this story is certainly not appropriate for voicing at funerals or other deep tragedies, there is wisdom in it nevertheless.

8. Textbook advice on writing an annual campaign letter.

9. At this point, I got bored with quoting Lao Tzu and thought the time was right to quote another great wisdom text, with a rough paraphrase of Ecclesiastes 3:4-6. But this is Tao-related! Check out Mitchell's *Tao Te Ching* translation of verse 29:

   “There is a time for being ahead, A time for being behind; A time for being in motion, A time for being at rest; A time for being vigorous, A time for being exhausted; A time for being safe, A time for being in danger.”

10. In reality, these annual campaign drafts tend to grow and grow in the editing process. I wish one would come back cut to the essentials one day! There have been too many times when we've resorted to reducing the font size to keep the text to one page.

11. I love it when the directors of institutions add written personal notes to annual campaign letters! This is highly recommended.

12. Lao Tzu, verse 81.

Readers Respond

continued from page 5

would change based on the usage and success of either service point, but it illustrates my point that this type of outreach, done properly, should never be seen as inefficient or impractical. Despite this, bookmobile usage has been declining. As numbers of bookmobiles decline, other methods of public library outreach are utilized to fill the gaps. Books by mail; unstaffed, off-site deposit collections; and staffed satellite libraries are all examples of this trend.

One of the looming trends in library outreach today involves technology and remote-access services. In a 2007 paper titled “Library Outreach Trends,” Sheryl Ing of the Hawaii State Library noted that access to services such as online databases, e-books, and e-reference provide technological alternatives to many traditional library services.

**Conclusion**

The future of public library outreach is full of possibilities, but strong leadership is needed. As I have outlined, our society both needs and wants library outreach. That fact coupled with the notion that delivery of these services is quite often more efficient in the outreach setting than in any other says to me that a paradigm shift is in order. Potentially, the internal departmental map of a public library could be redrawn, with all outreach services falling into the scope of one department. This may include everything from the physical delivery methods to the virtual services.

Looking ahead, all signs indicate that outreach will be the service delivery model with the most public appeal and growth potential. Library leaders need to recognize this and start allocating the proper amount of resources to outreach programs.—Scott E. Pointon, Director, Des Plaines Valley (Ill.) Public Library District
“Passing Notes” focuses on young adult service issues, including programming, collection development, and creating stronger connections with young adult patrons. The column will address these topics with a humorous bent and an awareness that the key to working with young adults is constant reinvention.

An Immodest Proposal

Recently, something of a controversy has been brewing about the annual Newbery Award selections being “too depressing” and focusing too much on dour subjects such as mental illness, the loss of a parent, and death.

In consideration of these fine, high-minded people who would see us refocus our attention on providing children and young adults with uplifting literature, I offer these modest proposals:

- Let’s not recommend books that have death, mental illness, or the loss of a parent in them, as these things do not affect young people and only serve to sadden them.
- Let’s not recommend books about sex either, because it’s only going to baffle young people and they should be protected from such ugliness as long as possible.
- Let’s not select books about religion—or heaven forfend, a lack of religion—as that just leads to arguments and mean-spiritedness.
- Let’s not buy books about wars or conflicts abroad, those can be scary topics and all those soldiers and civilians being maimed and killed is just depressing.
- Let’s not get books about magic, because it upsets people of certain religious denominations.
- Let’s not have books at the library about racial discrimination either, because that’s only going to make kids unhappy.
- Let’s not have books about gay, lesbian, or bisexual people, because that’s only going to confuse kids.
- Let’s not purchase books about transgendered people because that’s just weird.
- Let’s not have programs that discuss history, too many sad events.
- Let’s not have programs or books about the Holocaust, can you think of a more dark and depressing topic?
- Let’s not have speakers who are “controversial” or talk about subjects
that might be upsetting or disconcerting to young people.

- Let’s not invite veterans to come speak, who wants to hear about all that warfare?
- Let’s not get books about evolution, that’s only going to upset people who don’t accept it.
- Let’s not recommend books about science in general, that just upsets children’s worldview.
- Let’s not get books about famous scientists or explorers; too many of their stories have unhappy endings.
- Let’s not have any books from authors who drank, did drugs, suffered abuse, cursed, had strange beliefs, or committed suicide.
- Let’s not expose kids to the writings of people who made cruel remarks or had sordid personal lives.
- Let’s not allow kids to read books like The Giver (depressing), The Higher Power of Lucky (it mentions the filthy word for a filthy male body part right on the filthy first page), or Out of the Dust (set during the “Dust Bowl” and too sad), which have all, sadly, won awards. Can you believe it? Newbery Awards!
- Let’s pick books with too many hard words.
- Let’s not let kids read above their grade level, what’s the rush after all? Let’s only allow kids to read children’s books, even those young adults who keep trying to sneak into the adult section.

Let’s give kids books without sadness, pain, or suffering. Let’s give them books with easy stories and simple morality. Let’s have programming that everyone can agree on all the time because conflict and disagreement would be so noisy. Let’s be safe and careful and keep kids away from all sharp edges. Let’s round down the corners of the world. Let’s not confront children with reality; they don’t live there after all. Let’s focus on things that are bright, shiny, happy, colorful, and completely, totally safe for every child from birth through 18, because they’re all kids, right? Let’s reward mediocrity as excellence and encourage authors to simply create literature that can be easily adapted into films and action figures and Web content.

Perhaps the straw man has taken a bit of a beating, but I’d propose that the advocates of just this approach to youth services may enjoy wearing blinders, but respectfully submit that most young people do not.

An addendum: The 2009 Newbery Award went to a book whose first pages describe the murder of a family, including a child, and the hunting of an infant by a man with a knife. It’s also a marvelous tale of hope, friendship, revenge, and the meaning in—and perhaps of—life. Let’s get kids reading Neil Gaiman’s The Graveyard Book and let’s not delay.
THE NEW
Bond Hill
BRANCH
SUCCESSFULLY MERGING TWO SMALL BRANCHES

KIMBER L. FENDER is Executive Director of the Public
Library of Cincinnati and Hamilton County; kimber.fender@cincinnatilibrary.org. Kimber is reading The Tyranny of Dead
Ideas: Letting Go of the Old Ways of Thinking to Unleash
a New Prosperity by Matthew Miller, Raising Bookworms:
Getting Kids Reading for Pleasure and Empowerment by
Emma Walton Hamilton, Uncharitable: How Restraints on
Nonprofits Undermine Their Potential by Dan Pallotta, and
The Seduction of the Crimson Rose by Lauren Willig.

On August 9, 2007, the Public Library of Cincinnati and Hamilton County (PLCHC) opened its
new Bond Hill branch. The branch, a merger of two existing facilities in two Cincinnati neighbor-
hoods, was achieved with support from both communities despite the fact that one of
these communities, Roselawn, would no longer have its own branch. This was also achieved
at a time when the library had no capital funds to construct the new branch and could not
afford an increase in operating costs. How did we do it? We did it through a combination of
community involvement and private fundraising.

Since 2000, the library had planned to consolidate two small branch libraries into one facility. Both the
Roselawn and Bond Hill branches were located within the city of Cincinnati in adjacent yet distinctive com-
munities. Roselawn was served by a 6,375-square-foot rental facility in an older strip shopping center on
Reading Road. The library had been operating a branch in Roselawn since 1951. About 1.5 miles away, the
library was operating the Bond Hill branch, a 3,450-square-foot, library-owned facility with only 1,700 square
feet usable for library service. The branch was not accessible to the physically disabled and only had on-street
parking. Library service to Bond Hill began in 1899 with a deposit collection and in 1936 moved to this small
location on the corner of Dale and Reading Roads. Neither branch was large enough to provide a program
room for classroom visits and other library programs, adequate computer equipment, or special service
areas for teens. Each housed a small collection and had to rely on our system-wide resource sharing to make
a broader selection of materials available. Both facilities were requiring frequent maintenance and would
require substantial investment to address longer-term maintenance issues.

What was envisioned for the new Bond Hill branch was much grander—a 24,000-square-foot facility that
included a 12,000-square-foot branch and a community computing center of 12,000 square feet. Initial cost
estimates were about $7 million.
At the same time that the library was planning a new branch for Bond Hill, the community itself was undergoing change. At the intersection of Seymour Avenue and Reading Road, the busiest intersection in the city of Cincinnati, stood Swifton Commons, the first shopping center developed in Cincinnati. Opened in 1956, Swifton Commons was soon followed by other shopping centers in the suburbs surrounding Cincinnati; but by 1966, Swifton Commons was already beginning to lose tenants. The decline continued until the center was purchased in 2001 by Allen Temple AME Church, which began redeveloping the site. Renamed Jordan Crossing, in honor of Allen Temple’s pastor Reverend Donald Jordan, the redevelopment continues today.

In the years following 2000, the library approached Allen Temple seeking to purchase an outlot on Jordan Crossing to build the new Bond Hill branch. The reinvestment in the property and its location on Seymour and Reading made this an ideal location for a branch library. Unfortunately, the purchase fell through. Undeterred, the library next approached the Cincinnati Public School District, which was undergoing a major building project that included replacement of the old Woodward High School directly across Reading Road from Jordan Crossing. After more than a year of working to find a spot on the school property for the new branch, both parties agreed that there was not sufficient space for the new school and its related facilities plus a library of this size, and that plan was also abandoned.

During this process, the Cincinnati-Hamilton County Community Action Agency (CAA) had purchased a vacant department store space from Jordan Crossing and began renovating the space to serve as the CAA headquarters. CAA had several small facilities across Hamilton County and in this larger space could consolidate several facilities into one—more efficient—operation. However, the department store space was too large for their needs, so they began to look for a group to share the space. Hearing of the library’s interest in a new branch in Bond Hill, CAA Director Gwen Robinson contacted the library to let us know they had space for rent. We took a look at the CAA site and determined that it was perfect for our needs. Although not on the corner of Seymour and Reading as originally planned, this location was within Jordan Crossing and directly across the street from a new high school. A development of single family homes was underway nearby, replacing an older apartment complex that had recently been demolished. The facility was on a bus route and had ample parking with its own exterior entrance. CAA housed its Head Start programs there, giving the library the opportunity to reach 350 preschool children every day. Best of all, the location was almost exactly between the two existing branch libraries and adjacent to the boundary that delineates the two neighborhoods. The total available space was sufficient for the new branch library at 12,000 square feet, but plans for the computing center would have to be dropped.

Library staff went to the board and proposed locating the new branch in the CAA space as a tenant. However, three obstacles remained. First, the communities had to become involved in the decision-making process. The board added two other restrictions: (1) the operating costs for the new branch could not exceed the operating costs for the two separate facilities, and (2) the funding to complete the space had to be from private or donated
dollars. The board agreed to pursue this as a possible location and library staff got to work on addressing these remaining obstacles.

It was 2005, and funding was a crucial piece to the success of this project. The library had seen its funding reduced by nearly 10 percent in 2002 and that funding had not been restored. When funding was cut, the library had proposed closing several small branches, but later changed that decision to a system-wide reduction in hours when faced with strong public opposition to the closing. Not wanting to cause a similar reaction when proposing the merger of these two facilities, the library felt winning the support of the affected communities was critical for success.

In Cincinnati, neighborhoods have community councils that meet monthly. Consisting of community residents and business owners, these councils are a great place to hear community concerns and build support for a project. Library staff members from the local branches regularly attend these meetings and are well known in their communities. The library's Regional Branch Manager—East, Rick Ryan, joined me and the branch staff at the Bond Hill and Roselawn council meetings to introduce the projects and gauge the communities’ reaction to the proposed merger. To assist with this we had an architect prepare a rendering of the new branch. We also prepared the following talking points, emphasizing the many gains for the community:

- Nearly double the current collections of both branches, including a variety of books, magazines, newspapers, videos, CDs, audiocassettes, audiobooks, CD-ROMs, and DVDs
- Special areas for teens and children
- A program space to accommodate class visits of up to seventy-five students at a time
- A computer area to provide additional computer access and word-processing capabilities
- Dedicated teen services staff
- Additional hours of operation on Thursday evenings and Wednesday mornings
- An attractive, new, full-service branch

We closed our presentation with the reminder that the tradeoff for all these gains was merging their branches into a new location. What we emphasized at the meeting was input into what needed to be resolved to make this happen—not whether or not the branches should be merged.

One resident said that there were solutions to all the concerns that those present voiced if people were willing to work with the library. This would result in a much better facility for both communities.

Our next step was to take this information and figure out a strategy for responding to every concern voiced. Some were easy. Others were more challenging, but we were able to show progress on every single item mentioned when we returned to the community councils a few months later. The following list shows our response to each concern or question that we received.

### Bond Hill Community Concerns and Library Responses

**Concern:** What is the time frame?
**Response:** We put together a time frame from construction start to opening.

**Concern:** Would like to see cozy reading areas with comfortable seating and refreshments.
**Response:** This was included in the design for the new branch.

**Concern:** Could there be a shuttle service to take people from areas around the current branch to Jordan Crossing?
**Response:** We met with Queen City Metro, the regional bus system, to work on more convenient bus transportation. We did not offer to run a shuttle but Metro is looking at adding a hub to Jordan Crossing.

**Concern:** Would like a separate space for programs.
**Response:** This was included in the design.

**Concern:** Could GED preparations be offered?
**Response:** They are offered.

**Concern:** Could the library offer resources that support school curricula?
**Response:** We do and will continue to do so.

**Concern:** What will be done with the current Bond Hill branch?
**Response:** It will be sold.

**Concern:** Would the library request security cameras to cover the branch?
**Response:** We investigated the security situation with Jordan Crossing and CAA and conveyed this information at the next meeting. We also added a security guard in the branch.

**Concern:** Could there be separate areas for teens, adults, and children?
Author/Illustrator Annie Ruth presents a program to Head Start children at the new Bond Hill branch.

Response: These were included in the branch design.

Concern: Would like a bike rack.
Response: A bike rack was purchased.

Concern: Could Building Trades workers be used to build furnishings for the branch?
Response: The public construction process in Ohio was explained.

Roselawn Community Concerns and Library Responses

Concern: Children that walk to the branch may have further to go, especially those that attend Roselawn Condon School, which is within walking distance of the current branch.
Response: Yes, and several other schools would be closer if the branch is relocated. Also, the new branch would have a program space available for class visits for research and programs. Furthermore, we tracked the number of children actually visiting the branch after school and found the highest was six in one day and most days it was only two or three.

Concern: What will the new branch be called?
Response: Bond Hill. The library names each branch for the community in which it is located.

Concern: Some residents want to have libraries in both neighborhoods. They see the value of a library in their neighborhood, even if they use other branches too.
Response: Keeping a library in each commu-

nity would mean no improvement in the services offered—the funding simply would not make that possible, plus use of the two facilities was minimal. Bond Hill was consistently lowest of our branches in circulation, ranked forty-first, with Roselawn only slighter higher at thirty-first.

Concern: Has the library investigated other sites such as the former movie theater/synagogue on Reading Road in Bond Hill?
Response: Yes, the library looked at many sites and feels that this site is an optimal location to serve both communities.

Concern: Has the library investigated using community improvement funds from the city of Cincinnati, to improve the library in Roselawn or renovate another space on Reading in Roselawn?
Response: The city will not provide ongoing operating funds for the library system. Expanding the Roselawn Branch would require both capital dollars and operating dollars. It would not be possible to expand either branch without the merger.

Concern: Concern about the drug activity in the Bond Hill and Roselawn areas; young people could attract drug users. General concerns about safety.
Response: Cincinnati Police provided data on crime in both neighborhoods. Although this concern was raised in Roselawn with the idea that Bond Hill was less safe, it turned out that Bond Hill had less crime than Roselawn. We combined this with our own safety efforts and the idea that it is much more preferable for kids to be in libraries than home alone or on the streets after school.

Concern: Roselawn is a walking community and would lose that if the library moved.
Response: We looked at census data to see how many people in Roselawn did not have a car. We paired this information with the changes proposed by the bus system and reminded the community that the new location is farther for some and closer for others.

Concern: We want to make sure the current staff is retained.
Response: We explained how staff would be selected and the need to open the application process beyond the current staff since positions could include promotional opportunities.

At this point we expected to begin hearing from the community voicing their opposition to this pro-
posal. One person did start a petition rally standing outside the Roselawn branch, soliciting signatures to oppose the merger. To fight this approach we started our own letter-writing campaign in support of the change. We prepared a bulleted handout outlining the proposal and its benefits and a brief letter of support to be sent to the library board. Copies were made available at both branches. A display of the architect’s rendering was also put at each branch to reinforce the many benefits to the community.

I fielded a couple of phone calls, and an e-mail was sent to several community members, but overall the communities seemed to be accepting of the proposal. The local branch staff members, familiar to and trusted by their communities, were invaluable to this process. Their support of this proposal helped to convince community residents that merging the branches was a good decision.

We decided to go ahead and give the eighteen-month notice required to terminate our Roselawn lease, another step requiring board action, and negotiations began on the lease with CAA. Both the library and CAA wanted this to succeed, so we came to the table committed to reaching an agreement that was workable and affordable for both parties. Within a relatively short time we had agreed to the basic terms of the lease and could evaluate the cost comparisons required by the board before the project could move forward. Our regional manager developed the staffing plan and our clerk-treasurer prepared a cost estimate comparing the rent, staffing, utilities, collections, and other costs of the two existing facilities with those of the new facility. The costs for the new facility were slightly less than those of the two existing facilities, and thus another condition had been met.

Raising sufficient funds to purchase shelving, furniture, and computer equipment—as well as carpeting, floor and wall finishes, lighting, ductwork, electrical and data cabling, and plumbing—was a daunting task. In early spring 2006, the library’s development director, John Reusing, began seeking the $700,000 needed to complete the project. By that fall, all the funds were in hand and the project was ready to move forward. CAA contributed $150,000 toward the finishes, with several local community leaders and foundations contributing gifts of $25,000 to $100,000. The new Bond Hill branch was featured in the Library Foundation’s 2006 Annual Fund with more than $40,000 donated for the branch project. By the start of the project, more than $785,000 had been raised in about six months.

With all three conditions met, the library board approved the lease and began the next phase of the project, designing and building the new branch. After advertising for architects using the process specified by Ohio Revised Code, K4 Architecture of Cincinnati was selected to design the new space. Working with library staff, K4 and their consultants created a dynamic and vibrant branch that included all of the components desired by the communities. Construction began in March 2007 and the finished space opened on August 9, 2007. The response from the community has been overwhelming, with hundreds attending the dedication.

This new branch represents many firsts. It is the first anywhere in the country to be housed in the same facility as a CAA. It is the first library in our system to utilize self-service checkout. It is also the first library in our system to be built entirely with donated funds. It is the largest branch, excluding our main library, within the city of Cincinnati.

After only one full month of operation, Bond Hill jumped to twenty-sixth in circulation. It may climb even higher as more and more people learn how much more is available in this new facility. While it took a long time—seven years from idea to completion—the finished product was well worth the wait. We know the people of Bond Hill and Roselawn agree.
I didn’t notice it until I replayed the tape. As I listened and watched the screen, Mr. Finch’s voice softened for a moment, cracking slightly. He looked at the Okinawan invasion money in his hand. His eyes were filled with tears.

One of my functions as local history librarian for the Way Public Library (WPL) in Perrysburg, Ohio, is videotaping oral histories. My subject was longtime Perrysburg resident, Hubbel Finch, age 82. Macular degeneration had stolen his sight, but not his memory nor his tears. We were in his dining room. A Navy Hospital Corpsman in World War II, Finch was describing, on camera, a firsthand account of the invasion of Okinawa. During the battle, a mortar shell had exploded near him, knocking him out and killing the lieutenant standing next to him. “That was the first time I ever talked about that,” Finch told me later after the camera was shut off.

I have been recording oral histories for several years. WWII was a chapter in the life of many of the people I have interviewed. These brothers in arms came home from WWII, took off their uniforms, went back to work and, for the most part, never talked about it. At a local level, through our library’s oral history program, I had a chance to change this. At a national level, the Veterans History Project (VHP) is trying to do the same.

What Is the Veterans History Project?
The VHP, a project of the American Folklife Center of the Library of Congress (LC), was created by the United States Congress and signed into law in 2000, calling upon the LC to collect stories of all who served in the military from WWII to the Persian Gulf wars. The project was later expanded to include subsequent wars and those who performed war work on the home front.¹

According to the LC, the VHP archive already is the largest collection of oral history in the United States.² It has accepted about 55,000 stories, mostly from WWII veterans.

The LC has sought out local partners to record interviews with veterans. In our region, the University of Toledo (UT) is the official partner, providing the volunteers, training, interview kit, and audio recording equipment. UT processes all associated paperwork, and arranges for the finished interview to be sent to the LC. One copy is archived for the university library and one is given to the interviewee.

The Way Public Library (WPL) has recently partnered with the VHP in recording the oral histories of our local serviceman. This is how it came about.

Richard Baranowski is Local History and Reference Librarian at the Way Public Library in Perrysburg, Ohio; baranori@oplin.org. Richard is reading Paradise by Larry McMurtry and Obscene in the Extreme: The Burning and Banning of John Steinbeck’s The Grapes of Wrath by Rich Wartzman.
WPL Veteran’s Programs

WPL’s collaboration with UT was established through one of their veteran’s project coordinator volunteers, Andrew Fisher. Over the past few years, WPL and Perrysburg Legion Post 28 have cosponsored a series of veterans’ programs celebrating various WWII anniversaries such as the invasion of Iwo Jima, D-Day, and VJ-Day, as well as other veteran-related topics. Local veterans of these historical events were featured as guest speakers at these WPL programs and many of the attendees were veterans themselves. Through media publicity, Fisher learned of our programs and attended them. It was an effective way to meet veterans who might like to participate in this project.

As a local history librarian, I understood what Fisher and the VHP were trying to accomplish. I invited Fisher to speak at subsequent WPL veterans programs in an effort to inform those attending of this national history project. Our library, serving as a conduit, soon grew into his best source of participants.

WPL was aware of the VHP at that time and even thought at some point we could edit down the tapes, separating out the military service segments for the program. But there was a better idea.

Way Library Meets Library of Congress

Why not videotape Fisher—who audiotapes his subjects—interviewing a veteran? The idea was inspired by an oral history I had recently conducted. My subjects were three siblings, two sisters and a brother from a local pioneer farm family named Shiple. Lawrence Shiple, the brother, was a WWII navy veteran. During the interview, the trio was able to reach across time, all the way back to their childhood days. The result was a fact-filled, funny, and divulging interview, chockfull of Depression-era stories of growing up on an Ohio farm in a hardworking, loving family. But it could have been better. Let me tell you why.

For anyone conducting oral histories, taping three individuals at once can become a sloppy juggling act. It’s a case of more becoming less. One person will usually dominate the interview. The interview also seems to lose cohesiveness during the back-and-forth discourse between individuals. Many of the interviewees are octogenarians, or older, and it’s easy for them to lose a train of thought or wander off the subject. Hearing loss is also a factor, and if they cannot hear each other, this adds more confusion.

More people in front of the camera means longer interviews. The ever-present fatigue factor looms. Consequently, the end result may not be as good as it could be. I have learned to record individuals separately, even married couples, at least until they start talking about the time their lives came together. This one-on-one approach allows the individual to focus and concentrate on a clear line of his or her own memories, a strategy I have found produces the best footage.

At any rate, Shiple didn’t get a chance to go into much detail about his WWII years. I would have to invite Shiple back for that. I called Fisher and asked him if he would like to interview Shiple while I videotaped the two of them together. Fisher was experienced, with hundreds of interviews under his belt. He knew the questions and would be asking them. I could concentrate on operating the camera and other technical details.
Local Color Emphasized
Only one condition was imposed. I would be allowed to interject questions in an effort to retain a local flavor throughout the interview. Fisher readily agreed with the local angle approach. The following are some examples of questions I used with WWII veterans:

- Where were you when Pearl Harbor was bombed? How did you hear about it? What did you think? What did your family think?
- Did you enlist with others from town? Who were they?
- Why did you pick a particular military branch? Did friends, schoolmates, or parents talk you into it?
- Was there military service history in your family? Were any family members in World War I? Who? What did they tell you about it?
- Was anyone in your family already in WWII? Who were they? Where were they stationed?
- How did your parents react when you left for service? What did they say to you?
- During your time in service, did you run into other hometown fellows? Who? Where?
- Did you write letters home? Who did you write to? What did you say?
- Did you ever come home on leave? How long? What did you do while you were back? How had the war changed things back home?
- How did it feel to be back in Perrysburg after your discharge? What changes did you notice after your return home?
- What did you do after your discharge?

We conducted the interview and collected sixty unadulterated minutes of Shiple reliving WWII. The 82-year-old discussed his naval career, starting with the moment he left the farm until his return home after the war. The finished product was a near-perfect marriage of our respective missions. The library was preserving local history for the community and Fisher was preserving American history for the nation. And we were creating a valuable keepsake for Shiple, his family, and descendants.

We had invited the *Sentinel-Tribune*, our county newspaper, to the interview and they sent a reporter and photographer to cover the event. A subsequent article appeared and readers learned about the WPL and VHP matchup.

**WPL/VHP Project Gathers Steam**
Because we were the only public library in northwestern Ohio attached to the project, we received calls throughout the area, many beyond our library's traditional boundaries. I was only interested in Perrysburg city or township residents, or those with some tie to our district—people who had lived here at one time or had children who lived here now. This would mesh with our library's mission of collecting and preserving local history. Others were referred to Fisher for him to work with on his own. Our library continued to be a major contact point in the area for the VHP.

Over the next few months, Fisher and I did some tapings together. But in the fall of 2007, our project got an unexpected boost. Our local newspaper, the *Perrysburg Messenger Journal*, was sponsoring a parade for Veterans Day. Other veteran-related activities were planned in which WPL would take a prominent role. Fisher and I met with the editor of the newspaper and the commander of Perrysburg American Legion Post 28. We volunteered to tape veteran's service memories for the VHP at the library. It would be another way of honoring our local veterans on that day.

**Publicity Plays a Role**
The *Perrysburg Messenger Journal* made an all-out effort to make this a special day to honor our veterans. The newspaper published several articles related to the upcoming Veterans Day celebration and calendar of events. The WPL/VHP tapings and the procedure for participating were prominently featured. Publicity also appeared in the Perrysburg American Legion Post 28 member newsletter. The *Toledo Blade* newspaper was contacted and they wrote a story on the project, choosing as a centerpiece one of our local veterans scheduled to be videotaped. This story appeared a week prior to our event. With its daily circulation of 122,000, covering all or parts of five counties, the *Toledo Blade* put our effort on the radar screen.

This avalanche of publicity created a huge response. More than fifty people called or came forward wanting to participate. Sons and daughters also called on behalf of their parents, wanting us to tape their mother or father—if they could talk them into it. And children came in with parents in tow.

Those from across the greater Toledo area were placed on Fisher's list for him to interview on his own. Although it created a lot of work for him, he was quite elated. Locating veterans and getting their commitment is often the hardest part of the project. Local residents or those with ties to Perrysburg were scheduled for WPL interviews.
Getting Ready to Record: Technical Aspects

By working together, Fisher and I had developed a system for creating a quality video product. This is how we did it.

WPL uses a Sony DCR-SR100 digital video camera recorder and tripod. Most tapings occur in the library’s local history room. The subject sits at a table facing the camera. Fisher sits on the subject’s left at the end of the table. The camera and tripod are on the opposite side of the table from the subject. The tripod height is adjusted evenly with the subject’s height. This eliminates any up or down angle in the picture frame and is most pleasing to the eye. I am only two to three feet away from the interviewer and subject, and at that distance the built-in microphone on the camera is capable of reproducing sufficient audio quality.

The camera is compact and light, its weight barely exceeding one pound. It records on a hard disk drive so there are no blank DVD disks to contend with. The camera is also able to produce quality video in low-light situations. Some of our tapings have taken place in the veteran’s home and the equipment’s portability and technical prowess are ideal for these location shoots.

To open the recording, Fisher and the veteran are in the frame. Fisher recites the date, our library and location, and the individual’s name. The first question is “Where were you born?” At that point I pan the camera to our subject and close in, about waist high, as the LC guidelines suggest. I try to get as close as I can, taking care to include the subject’s hands, which they may use for dramatic punctuation during the interview. The LC guidelines also advise against zooming. Repeated zooming is visually annoying. However, if I sense an emotional moment or a particularly moving story, I apply what I call a “60 Minutes” close-up—from the chin to the top of the forehead. These can be quite compelling for a short interval. I stay attentive for a place to include one in every interview.

Of course if you are audio recording only, on-site or home interviews will be a much simpler process.

We ask each veteran to bring their photographs, scrapbooks, letters, medals, ribbons, discharge papers, or anything else associated with their time in service. We have found that these items, especially photographs, stimulate the memories of those interviewed. Photographs, medals, and ribbons are often displayed during the recording session, while the subject holds and describes them. WPL also makes digital and hard copies of many of the photographs to help build the local history collection. A WPL-produced booklet, containing photographs of local veterans in military uniform, includes nearly five hundred men and women.

Firsthand Accounts Fill the Air

In a marathon session, Fisher and I taped eight local veterans the day of the parade—seven men and one woman. Each session lasted about an hour. All were WWII veterans. We had individuals from practically all branches of the military. The stories captured various aspects of WWII history and the particular roles that the veterans played. Some highlights include:

- a B-17 bomber pilot remembers meeting Charles Lindbergh in New Guinea and getting an up-close look at General Douglas MacArthur chewing out some officers on a bomber base tarmac;
- an artilleryman on guard duty when a Japanese submarine shells a Washington State beach the day after Pearl Harbor;
- a marine radio operator, turned machine gunner at the last minute, recalls the invasion of Iwo Jima;
- a fighter pilot ground radioman remembers driving through enemy lines in the Battle of the Bulge—and not realizing it until later;
- a scared, nineteen-year old infantryman capturing a German soldier;
- a rich girl turned Women’s Army Corp member who found purpose as a hospital surgical assistant for the war-wounded;
- a B-29 Superfortress teenage tail gunner who flew 35 bombing missions over Japan; and
- an artillery forward observer witnessing a mercy shooting during a German firefight.

These were just some of the revelatory nuggets documented that day from our hometown veterans. There is history hiding in plain sight in your town, too. I transcribed the tapes and wrote excerpts from the interviews for an article that the Perrysburg Messenger Journal published. We had also taken individual photographs of all the veterans and each of their pictures was published with the article. Modesty is a trait shared by WWII veterans, but needless to say, they were all quite flattered by the attention, and they told me so. Small town stuff, but I think it advanced WPL’s community reputation in its role as stewards of local history and as a champion for our veterans.

We already had quite a backlog of veterans scheduled to be interviewed. After the article appeared in our local weekly, the list grew longer. Every few weeks
for the next few months, Fisher and I would reserve a Saturday and videotape a group of veterans. By May, we had interviewed about forty Perrysburg veterans. The Perrysburg Messenger Journal continued to publish our submitted articles and this in turn triggered more requests for interviews. Our hometown newspaper played a key role in advancing this veterans project. So the project continues.

How to Become a Partner
Some public libraries are already partners in the VHP. I encourage others to join. To get started, locate your regional partner. This is how to find them:

- go to the VHP website (www.loc.gov/vets);
- click “How To Participate”;
- click “List of Official Partners”;
- click on the name of your state; and
- a list of partners will appear.

Choose the one closest to you. Once you have an established partner, they should be able to assist you with interviews and the paperwork procedure.

Public Libraries: Tailor-Made for Reaching Veterans
Your job will be to locate your local veterans who are interested in participating. A good place to start is your local American Legion Post or senior center. Local senior apartment complexes, assisted living facilities, and nursing homes are also a likely source. Perhaps your library, as ours, provides a book delivery service to homebound seniors in the community. There are sure to be WWII veterans in this group—and don't overlook the ladies. There were many in the service as well as a good number of Rosie the Riveters. For example, within our city was a stamping plant which manufactured 40mm shells. Just over our village's corporation line was the Rossford Ordnance Depot. Many women, as well as men and high school students from Perrysburg, worked at these local war plants during WWII.

Finally, if your public library is like mine, you know that many veterans are also patrons. We see them every day and know them.

I would like to see the LC make an effort to enlist more public libraries in the project. At last count there were thirty-seven and most are in large cities. Public libraries of all sizes are in an ideal position for recruiting candidates. However, as of this writing, the VHP is not accepting new official partners.

Other Benefits for Public Libraries and the Community
Public libraries with existing oral history programs can adapt easily. Veteran interviews are just shorter versions of life stories, one person focusing on a particular time period in his or her life. You may also find, like I did, that such a project can attract candidates for your oral history activities. Many of the local veterans interviewed for the VHP have come back to record a longer life story for WPL.

Looking for a program idea? This project makes a timely event for Veterans Day or Memorial Day. But any time is a good time for this project—and the sooner the better, especially in the case of WWII veterans. Of the approximately seventeen million veterans, about 2.5 million are from WWII. The U.S. Department of Veterans Affairs estimates that nine hundred of them die everyday. This is a race against the clock. One of our own WWII interviewees died a few weeks after we talked with him. And that's the sad part of this project.

WPL Works Directly With VHP Partner
Fisher has since retired from the project, but there are other volunteers to take his place. However, after forty-plus interviews in collaboration with Fisher, I am comfortable enough to carry on the project with our local veterans. Subsequently, WPL continues to work through UT on the VHP. WPL conducts the interview, completes the required paperwork, makes the necessary duplicate copies, and sends it on to UT, and from there the material is relayed to Washington, D.C.

I realize that resource, staff, or financial constraints can hinder public libraries from taking on a project of this proportion. But by taking some small steps, you might not find it as difficult as you think. You can start by working with your regional coordinator first, like I did. The coordinator can assist with interviews and the paperwork. If your regional coordinator is similar to ours, they will provide the audio recording equipment and copies of the tape for your local history collection. Public libraries can be an integral part of this project. Just locating the people, scheduling the interviews, and providing your library as an interview site would be a significant contribution.

On the other hand, if your library prefers to be its own boss and collect the interview itself and send it on to the regional partner, here is how to do it.
The Interview Process

LC provides an interview field kit containing guidelines for the interview. Here is a brief description of kit components:

- Veteran’s release form: This signed form gives consent from the interviewee that LC has ownership of the interview and can use any material in it freely.
- Interviewer’s release form: This signed form also grants material ownership to LC.
- Biographical data form: This contains the interviewee’s military vitae.
- Audio and video recording form: A log containing basic biographical data, recording format length, and location of interview.
- Photograph and manuscript log: Used if photographs or written materials, such as letters or diaries, are submitted.
- The kit also contains instructions on how to conduct an interview, including suggested questions, environmental factors to keep in mind during the recording of the interview, and the audio-visual equipment recommended for use.

The completed interview, media format, and the paperwork can then be sent to your regional partner.

Conclusion

The VHP is a long overdue effort to create a historical record of these ordinary G.I. Joes and those who supported our fighting force. Just think if someone had decided to create a project like this while Civil War veterans were still alive? Another important part of this project is that we are saving history for a family. Someday a great-great-great grandchild is going to look around for something and he will find his ancestor’s name. It’s a future treasure chest for family genealogists, or those just curious about those who came before them.

Fisher, the VHP volunteer I worked with for several years—and who has interviewed nearly 400 veterans—had this to say:

Public libraries make strong partners for the VHP. Many libraries, such as WPL, are proactive in gathering family histories, so adding military histories to this program will easier be accepted and, most likely, welcomed by local veterans. Public libraries have close relationships with their communities. Their reputation for preserving local history engenders the trust necessary to convince these men and women to come to the library for an hour to hark back to a time when they answered the call to serve their country.

However, do not anticipate convincing all the veterans you ask to participate. Some are modest. Some are shy or afraid. Some feel that if they were not in combat they didn’t really do anything. One veteran, suspicious of our motives, wanted to observe an interview to see what we were doing before he would commit himself. And there are those who do not want to talk about it.

Remember Mr. Finch? Wounded in the thick of battle while risking his life for fellow soldier and country? I could never persuade him to be interviewed for the VHP. His war experiences were too painful to repeat. I was just lucky to catch him at the right moment. But there are others who will talk about it and want their stories to be heard.

Whether you audio or video tape, with or without the help of your closest VHP partner, public libraries can provide a great service in preserving these veterans’ memories for family, community, and nation.

References and Notes

4. Ibid.
“changing community makes it hard to market” remarked the head librarian of the Mount Pleasant Public Library (MPPL) in Washington, D.C. This sentiment evinces the frustration felt by public librarians in urban areas trying to entice new residents to use the library. Public libraries are engaged in competition with other information sources for the patrons they hope to serve. In light of this competition, the literature on public libraries seeks to examine potential users from a marketing perspective. This process involves the identification of, and active attempt to market to, known and unknown user groups. Ojiambo examines marketing management from the information center perspective and concludes, “any market consists of groups of individuals (customers) whose needs are completely different from one another. This segmentation may follow different patterns and can be geographic, demographic, or psychographic.”¹ In order to accurately assess the needs of users and to develop tactics to entice them to use the library, research must be conducted at some defined level of the market’s geographic, demographic, or psychographic characteristics. This examination entails segmenting the population into definite groups.

One such segment of a library’s user population that has garnered much attention over the past 100 years is the immigrant population. Novotny draws parallels from the shift from the idea of libraries for the native-born, to a more inclusive approach in the early 1900s, to changes occurring now.² Libraries that focused upon the inclusion of immigrants into their user group used tactics similar to those practiced in Dunklin County, Missouri.³ Stocking shelves with foreign language materials, hosting readings in other languages, offering lec-
tures on the English language, and providing immigration services all contributed to expanding the library’s user group. While librarians had yet to use marketing tactics explicitly, they had implicitly recognized the need to offer services to nonusers in order to include their entire community. Much of their approach relied on the materials and services the libraries offered but did not focus on marketing those materials. Research conducted more recently affirms the idea that market orientation of library services is a valuable way to promote services.4

Immigrant populations continue to enter the United States and are in need of library services. The U.S. Census Bureau estimates that Hispanics will comprise 25 percent of the U.S. population by 2050.5 Among the Hispanics in the United States, it was estimated in the 1990s that 25 percent spoke Spanish only.6 In order to effectively court this group, the library services literature has emphasized Spanish language materials,7 and other services similar to those described by Novotny occurring at the turn of the twentieth century.

Most literature relevant to marketing libraries to transitory populations tends to focus on the cultural and linguistic characteristics of this group. In fact, the literature fails to mention the transitory aspect of many neighborhoods in which there are underserved populations. Much of the recent literature focuses on the fast-growing Latino population and the need for Spanish-language materials and services in libraries.8 These services are much needed in immigrant and underserved communities, however the literature seems to overlook a generalized problem that libraries in these communities face: the existence of transitory populations.

A transitory market segment is not limited to a certain cultural or linguistic trait, but rather it is a community trait that can include people of all cultures and languages. The need to identify other community traits and to determine how to market to them is important if libraries are to become adaptive institutions that can survive change. Throughout history, waves of immigration have brought people of different cultures and languages to U.S. public libraries. Relying on materials and services in a specific language is important in the short-term, but examining additional static characteristics of a community can provide libraries with an active and loyal patron base. While the cultural and linguistic characteristics will change, these static characteristics will not. Housing status characterizes a neighborhood but is not predicated on the language or nationality of the people who live in that neighborhood. Culture and language are intrinsic to people rather than embedded in the neighborhood infrastructure. Both types of neighborhood characteristics are valuable for library outreach and marketing.

**MPPL Market Segmentation**

In this study, a market segment was examined that had not previously been studied. MPPL and its surrounding neighborhoods were examined in order to determine the needs of an underserved user group: the transitory resident. This user group is comprised of immigrants, but may include other individuals not previously examined in the library marketing literature.

The purpose of this study was to learn how a public library could better market its services to a population that is largely transitory. Mount Pleasant was chosen because of its unique population dynamics: more than 70 percent of the housing in this area is rental, and large portions of the population are immigrants. MPPL serves the first ward of Washington, D.C., which is divided into two clusters of neighborhoods. The first cluster is composed of the Kalorama Heights, Adams Morgan, and Lanier Heights neighborhoods; 25 percent of this cluster’s population is foreign born. This percentage is twice the D.C. average. The second cluster is composed of the Columbia Heights, Mount Pleasant, and Park View neighborhoods; 33 percent of this cluster’s population is foreign born.9 In Washington D.C., immigrants are primarily emigrating from El Salvador, Jamaica, China, the United Kingdom, Mexico, the Dominican Republic, Vietnam, the Philippines, Nigeria, and Germany.10

This population composition creates an atmosphere of constant change within the community and a challenge for the library. The library’s staff is unable to establish a stable neighborhood constituency because of the constant fluctuation. Therefore, it is unlikely that they are adequately addressing the needs of present and future patrons. An assumption inherent in this study is that a stable neighborhood population is beneficial for a public library. The stability that a stationary population provides results in involvement in community activities and a sense of connection with the library as a traditional community gathering place. Conversely, transient populations will not make this connection unless the library actively asserts its usefulness to those who may not be present in the neighborhood for long periods of time.

Focusing on the ways to draw immigrants into libraries has been important in establishing new rela-
tionships with the community. Somerville discusses different tactics such as multilingual collections, explaining basic collections, focusing on children, and making technology a central component of library services. Somerville’s study focused on immigrant groups as a whole, but ignored the transitory nature of this population group. While Somerville’s strategies for the inclusion of immigrant groups may work in the long term, there is no evidence that those who are living in a community for a short time will respond to these actions. Further study beyond the characteristics intrinsic in the users is necessary to market to potential customers. Neighborhood structural characteristics also are important when examining inner city neighborhoods.

In the case of MPPL, there is a group of nonusers that has been largely overlooked by the marketing literature. The classification of this population includes many of the groups that already have been identified, but also includes those who are still disenfranchised by the lens through which much of the literature views the user. Making the MPPL staff aware of the existence of underserved user groups may allow them to expand their services and marketing techniques to include more users. Establishing marketing techniques to include people of all nationalities and cultures can help a library’s patron base to grow so that, even in transition, people will be able to use the library as an information and social hub.

The MPPL study sought to further the research that has already been conducted in the marketing of library services to underserved groups, but examined this phenomenon from an alternate perspective. The MPPL serves as a good example of a community in a constant state of fluctuation and the literature does not totally demonstrate the dynamic quality of its population. However, MPPL’s strategies are somewhat reflective of the literature already published: it markets primarily to its Spanish-speaking population. Several of its staff members speak Spanish fluently, fliers are published in English and Spanish, and its collection reflects that of a culturally aware institution.

Research Method
Data and information were gathered from surveys, interviews, and the library literature in order to examine the market for MPPL’s services. All three sources were synthesized and included in the findings and conclusions of this study. Using a variety of data allows multiple user and librarian perspectives to be placed within the context of the library literature. However, there was no literature identified that directly addressed the topic of the transitory public library patron service, so marketing literature, public library studies, and other various sources of information were used. Librarian responses were gathered informally and used to provide anecdotal evidence.

Surveys were conducted over the course of three days in October 2007. Thirty-one of the responses were collected in the Mount Pleasant, Adams Morgan, Columbia Heights, and Meridian Hill Park neighborhoods. Twenty-one of the survey responses were collected from library patrons at MPPL. Individuals were asked by one of the surveyors if they would be willing to respond to a short survey regarding MPPL for an academic analysis. Surveyors followed the prompt of the survey and marked the answers themselves. The survey questions were then used in an analysis of the marketing potential to transitory user groups.

Surveys were directly administered to the patrons or neighborhood residents. While this method limits the survey to those of certain maturity, no differentiation by age was made among respondents to the survey. Another limitation in the method of this study was language. Some of the potential respondents were unable to communicate with the surveyors who only spoke English. This limitation was significant especially because a higher percentage of the population of non-English speakers is transient in the community. In a larger study, surveyors would need the ability to communicate in multiple languages.

Results and Analysis
The findings in this analysis suggest that a person’s housing status, whether transitory or non-transitory, may suggest his or her use of the local library. Those respondents who answered “rent,” “live with friends,” “live with relatives,” or “other” and had lived in their neighborhood for more than five years were categorized as transitory. Those who gave one of these same answers but had lived in their neighborhood for more than five years were categorized as non-transitory. All respondents who answered “own” were included in the non-transitory category. The population of the survey was fifty-two people. Transitory residents numbered twenty-eight, or approximately 54 percent of the population. Non-transitory residents numbered twenty-four, or approximately 46 percent of the population (see figure 1).

The difference in library use between the transitory and non-transitory users was striking (see figure 2). The non-transitory group appears to use the
library much less frequently. About 25 percent more of the non-transitory group use the library little or none. At the other end of the spectrum, where use is quite frequent, the transitory population uses the library 21 percent more than the non-transitory population. This finding suggests that those residents who have not been residents of the neighborhood for a long period of time are more active users of the library than those who have spent longer periods of their lives in the neighborhood.

The transitory patrons appear to use the “books in English” and “computers/Internet” categories slightly more than the non-transitory (see figure 3). Patrons, regardless of housing status, come to the library for largely the same reasons. In fact, among all of the services analyzed, there were few differences between transitory and non-transitory usage.

The last question posed, to the people who responded that they do use MPPL, was how they had heard of the services offered by the library (see figure 4). The choices that were given were “fliers,” “advertising,” “word of mouth,” “Internet,” “television,” “radio,” “newspaper,” and “other.” Respondents were allowed to choose as many of these options as they wanted. The results suggest that MPPL’s current patrons may not use the media that would normally carry information about the library, such as newspapers and the Internet, and therefore hear of the library’s services in other ways. This finding will make it difficult to create a direct marketing campaign, but suggests that a strategy involving those community members who already use the library may be most effective. Whether marketing services to someone who is transitory or non-transitory, the library would benefit from strategies that would encourage marketing its services through word of mouth.

Among the library’s nonusers, “books in English” and “computers/Internet” were identified as the most useful categories if they were to use the library, and there was little variation between transitory and non-transitory users (see figure 5). This finding suggests that those who do not come to the library are interested in the same services as those who do. Respondents were allowed to choose as many options as they wanted. The options they were given were “books in English,” “non-English books,” “computers/Internet,” “career services,” “children’s services,” “reference,” “community events,” “café,” “English as a Second Language courses,” “book clubs,” and “other.”

Figure 1. Housing Status of People Surveyed

Figure 2. Frequency of Library Use by Housing Status
Conclusion
Market segmentation is important for public libraries because it allows them to discover the needs of potential patrons. In the case of MPPL, further market segmentation may be necessary to realize the needs of potential patrons and then develop techniques to demonstrate the value of the public library to them. The diversity of the population that Mount Pleasant serves makes it difficult for the library to develop a one-size-fits-all approach to patron service. Similar to the literature in the field, the library has developed its collection in ways that reflect the diversity of its user base along linguistic features. However, to encourage more patrons to use the library, other segments should be analyzed in order to discover their needs. Diverse populations can have various needs based upon the way that librarians define a group. Market segmentation is one way to analyze a market to discover undiscovered needs or to develop resources to fill gaps in service.

Two conclusions that can be drawn from this analysis are that (1) transitory patrons are an important segment of the market for library services and (2) non-transitory neighborhood residents may not find as much value in their local public library as those who are in transition. The first conclusion suggests that future marketing efforts by the library should attempt to court transitory residents because this group will be constantly changing, but offer a large potential source of the library’s patrons. Advertising the collection and technology services as resources that are beneficial to transitory residents will help to keep this market segment engaged with the library. Making MPPL a focal point of the experience of a newcomer to the neighborhood will keep the library’s patron base high.

The second conclusion suggests that MPPL has an untapped source of patrons in the community in non-transitory residents. People who have had a presence in the community for an extended period of time do not use the public library as much as their transitory counterparts. This may be because people who have already established themselves in a community have access to more resources. Several respondents replied to the question of “Why don't you use the library?” with “didn’t know it was there” or “don’t know the location.” This finding is troubling because some of the non-transitory residents who could be pillars of their community library appear to have no knowledge of the library. Future marketing by MPPL needs to focus first on informing poten-
tial non-transitory patrons of the existence of the library, and then demonstrating to them the value of the library.

When discussing transitory and non-transitory users with MPPL librarians, they identified demographic change as the most noticeable neighborhood and patron characteristic. Librarians also discussed the changing nature of the collection and their attempts to relate the collection to the user base. However, they also identified computers as being the most used resource in the library. The children’s librarian noted that, in her experience, the children who are brought to the library seem to be different each year, suggesting that the transitory nature of the neighborhood does in fact influence the library’s patronage. This anecdotal evidence from a librarian’s perception appears to match the findings of this study. Computers and the Internet are in high demand, and much of the library’s patron base is shifting. When asked what marketing techniques the library used, the librarians mentioned fliers, the library’s website, and direct contact with schools and churches.

Based on this study, suggestions for increasing the use of MPPL include an increase in marketing to the non-transitory members of the surrounding neighborhoods. According to the data collected, large portions of the transitory residents of the neighborhood view the library as an important resource and take advantage of it. However, the non-transitory residents of the neighborhood queried in this study use the library less. Encouraging active library participation by community members will provide the library with a solid base of community support, one of the pillars in maintaining a strong public library. Word of mouth appears to be the most useful method of advertising. Posters, fliers, direct discussion, screensavers on computer monitors, and signs outside of the library can encourage patrons and community members to spread the word about the library’s services. Even going as far as having a librarian stand on the street for a few hours inviting people to enter the library may be beneficial. This campaign should emphasize computers and books as primary library services. Additionally, all marketing should continue to be produced in English and Spanish due to the large number of Spanish-speaking residents in the community. The future of Mount Pleasant and public libraries in general may be dependent upon discovering new groups and their information needs. Libraries should not be content to wait for patrons to come to them.

Figure 5. Most Useful Services to Nonusers

References
3. Beth Bala and Denice Adkins, “Library and
6. Ibid.


Appendix. Mount Pleasant Public Library Survey

1. Which neighborhood of Washington, D.C., do you currently reside in?  □ Kalorama Heights  □ Adams Morgan  □ Lanier Heights  □ Mount Pleasant  □ Columbia Heights  □ Park View  □ other __________

2. How many years have you lived in this neighborhood? __________

3. Do you? □ rent □ own □ live with relatives □ live with friends □ other __________

4. Do you use the Mount Pleasant Public Library? □ yes □ no (If yes, answer questions 5–8; if no, answer questions 9–10.)

5. How often do you visit the Mount Pleasant Public Library? □ never □ once a month □ 2–3 times per month □ 4–5 times per month □ more than 5 times per month

6. What services do you use? □ books in English □ non-English books □ computers/Internet □ career services □ children’s services □ reference □ other __________

7. What services would you like that are not provided? □ community events □ café □ English as a Second Language courses □ book clubs □ other __________

8. How did you hear of the services that the library offers? □ fliers □ advertising □ word of mouth □ Internet □ television □ radio □ newspaper □ other __________

9. Why don't you use the library? □ I don't know what services the library offers □ I have no interest in library services □ I use another library □ other __________

10. What library services would be of most use to you? □ books in English □ non-English books □ computers/Internet □ career services □ children’s services □ reference □ community events □ café □ English as a Second Language courses □ book clubs □ other __________
The deinstitutionalization of state psychiatric hospitals began in the 1960s and continues today. Presently, state hospitals house only 5 percent of those they housed in 1955, proportionate to the population.\textsuperscript{1} While many of the discharged patients have done very well, others, especially those not being treated, have ended up homeless, victimized, incarcerated, or as perpetrators of violent crimes.\textsuperscript{2}

In recent years, it has become increasingly evident that public libraries have also been affected by deinstitutionalization. A widely circulated 2007 Los Angeles Times op-ed piece, written by a librarian, asserted that “virtually all the urban libraries in the nation” have become de facto daytime shelters for homeless people and that “the most salient characteristic of these people is that most of them are mentally ill.”\textsuperscript{3} About two years ago, the media reported two violent incidents at Oregon public libraries in a single month:
On January 16, 2007, in Roseburg, “an area transient” diagnosed with schizophrenia severely beat a sixty-two-year-old public library employee when she told him the library was “closing early due to hazardous weather.”

On January 30, 2007, in Hillsboro, a man diagnosed with paranoid schizophrenia stabbed another man in the back as he worked at a computer in a public library because he “thought the man was staring at him.”

Because of such incidents, the American Library Association (ALA) held workshops during its 2008 Annual Conference to discuss issues associated with crime and the homeless. Public libraries also are increasingly bringing in mental health professionals to train “library staff on how to respond to someone who is displaying symptoms of a mental illness.”

In order to quantify the magnitude of this problem, we conducted a national survey of public libraries.

**Survey Method**

A mailing list of approximately 1,300 public library supervisors was obtained from ALA. From this list, 301 librarians were selected for the survey. We included librarians from every state. While we attempted to include as many librarians as we could from large cities, we were only able to identify eighteen. Thus, only 6 percent of the librarians selected were located in the twenty-five largest cities, which together represent 12 percent of the population. The final list included a disproportionate number of suburban libraries and an underrepresentation of large urban and rural libraries.

The librarians were sent a questionnaire with an introductory paragraph defining serious psychiatric disorders as “individuals who appear to be talking to themselves (hearing voices) and/or behaving or talking in a very strange manner.” They were given six questions and asked to respond, add comments if they wished, and return the questionnaire in a postage-paid envelope within six weeks. They could return the questionnaire anonymously or identify themselves if they wished to receive a copy of the results of the study. Because the questionnaire was anonymous, it was not possible to do any follow-up mailing or contact.

**Results**

Of the 301 questionnaires sent, one was returned for having an incorrect address. Of the remaining three hundred, 124 completed questionnaires were returned, for a 41 percent response rate. Five of these were received after the deadline and were not included in the data analysis. Of the 119 included respondents, forty-eight (39 percent) identified themselves; these respondents represented libraries in 31 states, so we believe that the survey is geographically representative of the nation.

The responses to the six questions are as follows:

1. **Are there more patrons who appear to have serious psychiatric disorders in your library than there were when you began working there?**
   - no (42 percent); a few more (35 percent); a lot more (23 percent)

2. **Do such patrons utilize a disproportionate amount of staff time and resources?**
   - no (39 percent); yes (61 percent)

3. **Have such patrons ever assaulted library staff members?**
   - no (72 percent); yes (28 percent)

4. **Have such patrons ever disturbed or otherwise affected the use of the library by other people?**
   - no (8 percent); yes (92 percent)

5. **Has it been necessary to change any library rules because of apparently mentally ill patrons?**
   - no (66 percent); yes (34 percent)

6. **Have you ever had to call the police regarding the behavior of apparently mentally ill patrons?**
   - no (15 percent); yes (85 percent)

Before discussing the responses, two general themes that emerged in the respondents’ comments should be mentioned. First, several remarked that the problem is much greater in urban libraries than in suburban or rural ones:

- “I [previously] worked in a much larger central library in a large city and the problems were significantly greater and more dangerous.”
- “Our downtown location has a larger problem with the homeless and the mentally ill.”
- “I used to work in a branch of a larger urban library and noticed more disturbed individuals.”

Second, some librarians highlighted the ongoing dilemma of weighing the civil rights of each individual against the rights of other library patrons to not be disturbed or threatened while using the library. For example:

As an organization committed to freedom of speech, customer service, and respect/appreciation for diversity, we deal with related problems on a daily basis. . . . [We have]
zero tolerance of discrimination, including discrimination against the economically challenged and/or those with mental health issues. . . . Our goal is to provide a secure, safe and welcoming environment that encourages usage. To do so, we have developed a program to address behavior that is inappropriate, disruptive, physically and/or verbally abusive or threatening.

The civil rights issue was also highlighted in a May 18, 2008, article about the public library in the Hartford Courant, which stated that it’s “a very delicate balance providing a welcoming environment, so everyone uses the library, and enforcing problematic behavior.”

Comments
Comments offered on the specific questions included the following:

1. Are there more patrons who appear to have serious psychiatric disorders in your library than there were when you began working there?

In general, long-term employees were more likely to believe that the problem had gotten worse. Six librarians volunteered the fact that they had been employed for thirty years or longer, and all except one said the problem was definitely getting worse. One said that there were “four times the number of incident reports than were recorded five years ago.” Consistent with this was a short-term employee who responded that “long-term staff say the problem has gotten much worse.” One long-term employee said “the greatest number of patrons with serious psychiatric disorders appeared immediately after the state hospitals closed and again in the 1980s.”

2. Do such patrons utilize a disproportionate amount of staff time and resources?

For those who offered explanations for their “yes” answer, the most commonly cited reason was security concerns, e.g., “staff and security are on alert when this person enters the library” or “the biggest impact on staff time is the need to be aware and observant when certain people enter the library.” The second most cited reason was multiple and inappropriate inquiries:

“We have a couple of patrons who ask ‘odd’ questions or questions with no answers in order to have some contact with a librarian.”

“Persistently seeking staff assistance to seek food vouchers and housing.”

“Need a lot of attention—asking the same questions over and over.”

“One woman would always have ‘inquiries’ and ask staff to look up item after item using her exact phrasing. She would write down odd symbols.”

“Want a lot of attention.”

Additional reasons cited for utilizing a disproportionate amount of staff time included “pull large amounts of material off shelves” and “lose more materials.”

3. Have such patrons ever assaulted library staff members?

Among librarians who reported assaults, the most serious was a report of “two librarians murdered by a mentally ill patron in the early ’90s.” Another reported that “two have been punched and one had a chair thrown at him.” Three reported possible stalking of library staff:

“Staff have been stopped in the parking lot.”

“Following staff to their car and carrying weapons.”

“One man who is bipolar was stalking a staff member.”

Examples of less severe assaultive behavior included “spit on the assistant director” and “a man threw a book at a librarian.”

Among librarians who responded “no” to this question, several reported such things as having “felt physically threatened,” “some ‘close calls’,” and “one attempted assault was blocked by a desk between staff person and patron.” One librarian reported that patrons “have exposed themselves to staff.” Another said there had been no assaults, “but we did have a client pull out a knife and threaten to use it.” Two others each responded that there was no assault, “but one threatened to shoot me” and “one said she would
kill us.” Most dramatically, one librarian reported no assault on staff members, but one patron “who we would consider disturbed murdered a homeless man on the library plaza.”

4. *Have such patrons ever disturbed or otherwise affected the use of the library by other people?*

The most commonly cited disturbing behaviors were such things as being “loud and disruptive” and “shouting and oftentimes it is quite profane.” The next most cited disturbing behaviors concerned “offensive odors” and “hygiene.” Other disturbing behavior clearly associated with psychiatric illness included “stares at people fixedly” and “talks to other voices in his head.” One mentally ill man “went into the girls’ bathroom and looked in a stall from an adjacent one,” resulting in a lawsuit.

Several librarians described the effect on library use in general terms:

“Many, many library customers don’t come downtown to our Central Library because they’re afraid of these customers. . . . They perceived the library to be a dangerous place and another homeless shelter and it has really lessened our stature in the community and is disheartening to our staff.”

“Some residents have chosen not to use the downtown library because of this perception [that the library is unsafe] and choose to use a branch library in another part of town.”

“Other patrons are often frightened by strange behavior. . . . [They] tend to hold onto their children more tightly and leave more quickly than they might have planned.”

“A number of patrons have told us that they will not be back because of unpleasant encounters they feel are unsafe.”

5. *Has it been necessary to change any library rules because of apparently mentally ill patrons?*

The most commonly cited change in library rules concerned security, such as hiring extra security personnel; increased staff training on security issues; and installation of a security camera. The next most commonly cited rule change concerned “offensive odors.” For example, one library instituted a new rule specifying “no offensive odor noticeable at six feet or less.” Another library attempted to institute such a rule but was not allowed to do so by the city attorney. Other cited rule changes included sleeping, bringing bedrolls and tents to library, computer usage, restricting access to the children’s section during certain hours, and usage of the free library telephone by patrons. The last was changed after a “mentally ill woman used it to leave threatening messages for the governor.”

6. *Have you ever had to call the police regarding the behavior of apparently mentally ill patrons?*

The frequency with which librarians reported calling the police varied from “rarely” to “every week or so.” Most libraries appeared to have a good relationship with local law enforcement, e.g., “we have excellent cooperation from police.” Two responders noted that the police “often already know the individual” they are called
about. In one city, however, “police will not assist library staff unless a criminal complaint is signed by the library director—we end up going to court.”

The most commonly cited reasons for having to call the police were altercations and threatening or agitated behavior. For example:

“The police had to be called because a young woman was extremely agitated, yelling, on the floor, singing.”

“One man raced through the circulation area, near the children’s department, repeatedly without clothing.”

“A man came in and exposed his genitals in public.”

Some calls for police assistance were also caused by bizarre behavior, such as a “patron rearranging reference books by size and refuses to stop.”

Discussion

The results of this survey suggest that public libraries in the United States have significant problems associated with their use by a subset of individuals with serious psychiatric disorders. Because the survey underrepresented public libraries in the largest cities, the results of this survey probably underestimate the magnitude of the problem. In having such problems, the public libraries are similar to other community facilities, such as public parks, homeless shelters, bus and train stations, hospital emergency rooms, and jails and prisons, which have been severely impacted by our failure to treat far too many individuals with serious psychiatric disorders who are living in our communities.

It should be emphasized that it is a subset of psychiatric patients who cause most of the problems. Studies suggest that about 10 percent of people with serious psychiatric disorders, almost all of whom are untreated, are the ones who become homeless, violent, incarcerated, and cause most of the disturbances in our communities. The majority of individuals with serious psychiatric disorders use public libraries appropriately without causing problems.
The solution to the problem is to identify the 10 percent of problematic individuals and ensure they receive treatment for their psychiatric disorders. This can be done in a number of ways, including through the use of assisted outpatient treatment (AOT), which requires such individuals to follow a treatment plan (including in some jurisdictions taking medication) as a condition for living in the community. AOT has been proven to be remarkably effective in reducing rehospitalization, arrests, and episodes of violence among individuals with serious psychiatric disorders.9

As our survey demonstrates, public librarians themselves are acutely aware of, and concerned about, this problem. Chip Ward, the former assistant director of the Salt Lake City Public Library System, illustrated the effect on librarians in an article widely circulated on the Internet:

[A] colleague started out in social work and transitioned to a library career when she found she couldn’t handle the emotional stress of dealing with her down-and-out clients. Imagine her surprise to rediscover her feelings of despair while working in the library. “I deal with the same clientele,” she told me one day, “but now I have no way of making a difference. I still go home feeling sad and discouraged that, in a nation as rich and powerful as ours, we abandon mentally ill people on the streets and then resent them for being sick in public.”10

One of the respondents to our survey summarized the situation as follows: “Patients were put into the community; I’m sure it was good for some, but not for those who wouldn’t take their meds and were in need of better supervision. It sounds like the safety net is missing far too many lost souls.”

But nobody expressed the severity of the problem more forcefully than another survey respondent, the director of a public library in a small city: “This problem, not the invention of the Internet, could prove to be the final demise of the public library as we know it.”

Acknowledgments

We are grateful to Shakira Butler, Judy Miller, and Nakeeta Randell for their kind administrative support on this project and Valerie Williams for her assistance with data analysis.

References

2. Ibid.
8. Torrey, The Insanity Offense.
9. Ibid.

Appendix. Suggestions for Dealing with Problematic Mentally Ill Individuals

Most mentally ill individuals use library resources appropriately and are no more disruptive or dangerous than anyone else. However, approximately 10 percent of individuals with severe psychiatric disorders, mostly schizophrenia and bipolar disorder (manic depression), may cause major problems in the library. The following are suggestions for minimizing problems with this subgroup.

1. **Identify problematic individuals.** Many libraries keep lists of these individuals and alert library employees when they enter. This same subgroup is also usually known to the local mental health center, public shelter, police department, jail, and social services. Almost all such individuals refuse to take medication and thus continue to have delusions or other symptoms of their untreated illness. Many also abuse alcohol or street drugs, thereby making their symptoms worse.

2. **Educate the staff.** Invite the local mental health center to send someone to give a talk to your staff on how to handle problematic mentally ill individuals. This has an added advantage of providing the library with a direct liaison within the mental health center. The better educated staff members are, the easier it is for them to deal with problematic individuals. Provide reading for the staff. E. Fuller Torrey’s *Surviving Schizophrenia*, fifth edition (Collins Living, 2006) and E. Fuller Torrey and Michael B. Knable’s *Surviving Manic Depression* (Basic Books, 2002) are valuable resources.

3. **Consider having a staff specialist.** In many libraries, one or more staff members will have had experience with seriously mentally ill individuals. Such individuals can be especially helpful in handling problematic individuals. Many police departments have similarly trained officers to be the first responders to mental health problems on the streets.

4. **Have consistent rules and enforce them.** This is true for everyone but is especially helpful for mentally ill individuals who may be having trouble figuring out how the world works. People who are severely mentally ill can understand cause and effect. Having a handout of the library’s rules and posting them are both useful.

5. **In general, under-react.** Individuals who are agitated often escalate their agitated behavior quickly if confronted by an agitated staff member. Stay cool, speak slowly and distinctly, and convey an impression that you have everything under control. Make simple requests to the agitated individual, asking them to do just one thing at a time.

6. **Don’t underestimate the potential for danger.** A small number of seriously mentally ill individuals who are not receiving treatment can be truly dangerous. They almost always have a history of violent behavior and are known to the staffs of the local mental health center, public shelter, and police department. It is useful for library staff to know who they are. Establish a liaison with your local police so they will respond quickly in a crisis. Some libraries have installed an inconspicuous call buzzer for staff at the circulation and reference desks. If a staff member is accused by a mentally ill person of such things as sending voices into his or her head or is being stalked in the library parking lot, recognize such potentially dangerous behavior for what it is.

7. **Have a plan.** As part of staff training, all staff members should be aware of the library’s plan for dealing with crisis situations.

8. **Establish a liaison with your local National Alliance for Mental Illness (NAMI) group.** NAMI consists of family members of individuals with severe mental illnesses and those affected. Most communities have local NAMI chapters. You can identify your local NAMI chapter by going to the NAMI website (www.nami.org) and clicking on state and local NAMIs and then on your state.

9. **Utilize the resources of the Treatment Advocacy Center (TAC).** TAC is the only national organization trying to change state laws and practices to promote better treatment of individuals with severe mental illnesses. Its website is www.treatmentadvocacycenter.org.

10. **For more detailed information, read The Insanity Offense.** The problems associated with mentally ill persons in public libraries are merely one of the symptoms of a failing public mental health system. E. Fuller Torrey’s *The Insanity Offense: How America’s Failure to Treat the Seriously Mentally Ill Endangers Its Citizens* (Norton, 2008) provides the details and the solutions.
“By the Book” reviews professional development materials of potential interest to public librarians, trustees, and others involved in library service. Public Library Association policy dictates that PLA publications not be reviewed in this column. Notice of new publications from PLA will generally be found in the “News from PLA” section of Public Libraries. A description of books written by the editors or contributing editors of Public Libraries may appear in this column but no evaluative review will be included for these titles.

Leadership: The Challenge for the Information Profession


It seems as if the information profession has been abuzz with talks and conferences about succession planning and the next crop of information professionals. Sue Roberts and Jennifer Rowley join forces and add to this conversation with *Leadership: The Challenge for the Information Profession*. Roberts serves as university librarian at Victoria University (Wellington, New Zealand), and Rowley is professor of information and communications at Manchester Metropolitan University in the United Kingdom. They have previously worked together on *Managing Information Services* (Facet, 2004).

It is true that leadership titles abound—from Warren Bennis’ *On Becoming a Leader* (Basic Books, 2003) to John Maxwell’s *The 21 Irrefutable Laws of Leadership* (Thomas Nelson, 2007). Yet books on leadership applied to a particular profession are harder to find, especially in the context of the field of information. For this reason, this work is a seminal one. It definitely fills a void or bridges a gap in the library/information science curricula. While courses in management and leadership may be offered at the graduate level, they are not necessarily required. Oftentimes, in fact, they are electives.

Not only does this book highlight the distinctions between management and leadership, but it also covers leadership styles, theories, and models. The most salient point: leadership can occur anywhere in organization, regardless of job title.

An especially helpful and powerful chapter is “Knowing Yourself as a Leader.” Self-awareness is crucial, and the authors delve into personality theory (e.g., Myers-Briggs Type Indicator and The Big Five) as well as leadership traits and gender. Other chapters focus on essential topics as leadership development in addition to change and innovation.

Each chapter concludes with a bibliography of additional resources (both print and electronic) and recommended reading. Moreover, this book is replete with charts, diagrams, and anecdotes. It even includes points of reflection, case studies, challenges, and review questions.

This primer offers a distinctly and refreshingly British flavor, and it’s as edifying as reading or watching BBC News. In short, it’s important to view the world through an alternative
Read On . . . Crime Fiction: Reading Lists for Every Taste


“What should I read next?” is the universal patron refrain in public libraries. For mystery lovers, the latest offering in the Read On series provides an ample supply of entertaining suggestions.

Read On . . . Crime Fiction begins with a succinct introduction to the history of the genre, framing it into a chronological context and noting key contributors. The rest of the book is divided into five broad chapters. Each one denotes a particular facet of a mystery that readers may employ to select their next novel: story, character, setting, mood, and language.

Each chapter contains annotated book lists that are organized first by type of story (for example, “Serf and Turf: Medieval Mysteries” or “Murder on the Front: Military Mysteries”) and then alphabetically by author. An arrow is found next to the titles that are considered starting points for a reader new to the particular type of mystery.

Clearly, an entire list of mysteries would be exhaustive and not serve the purpose of helping a librarian or a reader narrow down his or her options. Thus, the titles here were chosen because they are considered classic examples of the genre or a suitable introduction to it. Each title’s description is brief but inviting, comprising a quick plot synopsis and notable details such as a protagonist’s personality traits and the geographical locale of the story. The titles featured are primarily by American and British authors.

This book will be useful for public librarians who want to improve their readers’ advisory skills, assemble read-alike lists, pull together ideas for a book display, or design a thematic reading schedule for a book group. Read On . . . Crime Fiction is a tremendously informative overview of the mystery genre.—Rebecca Kennedy, Adult Services Librarian, Chicago Public Library

100 Most Popular Nonfiction Authors: Biographical Sketches and Bibliographies


Douglas Preston. Pico Ayer. Mary Roach. Tom Wolfe. While you may recognize these names or have a vague idea about their writing, you may not feel comfortable enough recommending them to patrons seeking nonfiction reading suggestions.

100 Most Popular Nonfiction Authors will bring the novice readers’ advisory librarian up to speed. A pithy encyclopedic compilation of the authors’ biographical information and works, the writers covered include both current and historical luminaries and notables—from public intellectual W. E. B. DuBois and relative newcomer Laura Hillenbrand (Seabiscuit), to controversial evolutionary biologist Richard Dawkins and well-loved expatriate memoirist Peter Mayle. There is a diverse and exciting range of topics written by the covered authors, including nature and environmental issues, biological terror, religion, spirituality, and American and world events.

Each author entry notes their genre(s), benchmark title, birthplace and dates of birth and death if known, and sometimes a photo, followed by a short summary about the author’s life. Often included are descriptions of upbringing, significant life events, and other miscellaneous influences on their writing.

Every entry also contains a list of the author’s nonfiction works, followed by their other types of work such as stage plays and fiction, and literary roles such as contributor and editor. Additionally, there is a “For Further Information” section which contains a bibliography of pertinent articles, books, and websites that the reader can consult for more information.

The introduction states that the authors were selected by librarians, although two caveats are that (1) the demographics of their libraries and (2) the method used in picking these particular authors are not explained. Nevertheless, the authors and their writing topics are important for readers’ advisory in the public library setting.

This book would be valuable to library school students and public librarians who want to familiarize themselves with well-known, prominent, and heavily requested nonfiction authors.—Rebecca Kennedy, Adult Services Librarian, Chicago Public Library

C. Brian Smith, E-Resources Librarian, Arlington Heights (Ill.) Memorial Library
The following are extracted from press releases and vendor announcements and are intended for reader information only. The appearance of such notices herein does not constitute an evaluation or an endorsement of the products or services by the Public Library Association or the editors of this magazine.

**Mod Rocker**

www.iglooplay.com

This rocking chair will appeal to a child’s interest in movement as well as scale, organic form, material variation, and color. It has a molded ply construction with maple, cherry, or walnut finish and an optional seat pad. The form and material invite kids to play, read, or simply relax. As research indicates that children often fidget in stationary chairs, the rocker’s design provides a personal space rather than just a mere chair. The chair gives an easy rock to mellow children, provides comfort while reading or playing, and the space below provides a nook to store backpacks and other items. Inspired by African stools that cup the body, the Mod Rocker’s form is wide and low to the ground. Its sculptural shape is an aesthetic addition to any library. The weight capacity exceeds 450 pounds.

**NetLibrary Launches New Media Center**

www.netlibrary.com

With the introduction of NetLibrary’s new Media Center, library users are only a mouse click away from their favorite eAudiobooks. Now available as a free download, NetLibrary Media Center is a stand-alone, desktop application for searching, managing, transferring, and listening to NetLibrary eAudiobooks. Whether a library is just getting started, or already has a NetLibrary eAudiobook collection, the Media Center will make it faster and easier for users to connect, click, and listen.

The Media Center combines a simple, visual user interface with streamlined navigation. With a single click, the Media Center will checkout an eAudiobook, acquire the user license, and download the title to your PC or portable device. It’s that easy.

NetLibrary’s Media Center allows patrons to listen to titles directly from their desktop or laptop, or users can transfer eAudiobooks to a wide range of supported listening devices, including music players and media centers from Archos, Creative Labs, Samsung, Toshiba, and other manufacturers. Upcoming enhancements will support iPod, Zune, and other devices including smart phones.
Videos and Podcasts Now Available in Gale’s Small Business Resource Center

www.gale.com

Gale is making video and podcast content available to subscribers of Small Business Resource Center. This new content is a result of Gale’s partnership with SBTV.com, the first television network on the Web devoted to the small business market—from business start-ups to established enterprises. Business owners rely on SBTV.com for practical and compelling content that is expertly produced by professional journalists and industry experts.

Gale’s intuitive interface provides multiple pathways to key information for both novice and experienced entrepreneurs. Users can quickly learn how to start a business, write a business plan, craft a marketing campaign, launch a product, and more. It features business and trade journals, handbooks, encyclopedias, instant access to key websites, and, now, links to podcasts and videos.

The American Indian Experience

www.greenwood.com/mosiac

The American Indian Experience (AIE) is a full-text digital resource exploring the histories and contemporary cultures of the indigenous peoples of the United States.

Designed, developed, and indexed under the guidance of Lorie Roy—the first Native American president of the American Library Association—and a team of American Indian librarians and scholars to meet the needs of teachers and students, librarians, patrons, researchers, and the general public. AIE offers full-text access to an online library, featuring more than 150 volumes of reference content, hundreds of primary documents, and thousands of images.

New Program Registration Product from Innovative Interfaces

www.iii.com

Long Island, New York’s Middle Country Public Library (MCPL) accepted 3,700 registrations in less than four hours with Innovative’s new Program Registration product. A development partner for the new Millennium-based online calendar and program management solution, the library utilized Program Registration to meet the challenge of providing convenience for staff and patrons during the busiest day of the year.

The library publishes its program catalog four times a year so the registration cycle coincides with its release. “We typically register patrons at the beginning of each quarter and see a line around the building an hour before we open,” said Joyce Bogin, head of computer and technical services. “This time, the line never got longer than 25 people and went to zero in an hour. As usual, we had a huge onslaught but many of them registered from home. Actually, the majority of our 3,700 registrations were in the first hour, from 9 to 10 a.m. In the library, we turned patron PCs into sign-up stations manned by library staff.”

Currently the library offers 240 programs and 350 sections through Innovative’s Program Registration.

Mac Software Introduced for Audiobook Downloads

www.overdrive.com

OverDrive, a leading distributor of digital audiobooks, e-books, and other media, recently introduced the OverDrive Media Console for Mac. With this free software, Mac users can download audiobooks in the MP3 format from an OverDrive partner library’s download website and transfer titles to Apple devices including iPod Classic, iPod Touch, iPod Nano, and iPhone.

OverDrive Media Console for Mac provides the same listening features of the Windows version, which has been available to library users for a number of years. Readers can listen to audiobook downloads on their computer, transfer files to Apple devices, or burn audiobooks to CD within the software. Users can also navigate and download audiobook parts using integrated MediaMarkers, jump back fifteen seconds, and create custom bookmarks. In addition, OverDrive Media Console for Mac helps users organize their download audiobooks by author, title, or subject. At the end of the lending period, files automatically expire and the software prompts the user to delete the audiobook title from his or her computer.

TLC Introduces New Search Interface

www.TLCdelivers.com

Shenandoah County (Va.) Library System is the first library to implement TLC’s new search interface, LS2 PAC.
“LS2 PAC combines the best of the Web and the library world,” Library Director Rob Pasco said. “Patrons can use Web 2.0 capabilities like reviews, tagging, and list sharing to interact with each other and with the library.”

Pasco and his staff appreciate LS2 PAC’s Book River, which uses book jacket images moving across the screen to showcase items. It’s used to highlight lesser-known items in the library. “It’s a great way to inform people about books they might never know about. And it’s easy to update and manage. We simply tag the items, and the Book River list is up and running,” he said.

LS2 PAC is the first module of a new development platform by TLC, which features RSS result feeds, RSS indexing from popular or local websites, faceted results, predictive results, and item mapping.

ProQuest and Google Partnership Will Unlock Newspaper Content

www.il.proquest.com

ProQuest has formed a partnership with Google that has the potential to bring millions of pages of newspaper content to the open Web. The program allows Web access to archives of both large and small newspapers. Without this initiative, these newspapers might never be digitized. The content delivered through Google’s platform will be supported with a variety of advertising and e-commerce models that are standard in an open Web context.

ProQuest will contribute content to the partnership, and will introduce newspaper publishers nationwide to the program. ProQuest will also supply newspaper content from its microfilm vault that can be delivered effectively in the less formal framework of the open Web. The company currently holds more than ten thousand newspaper titles, most of which are pristine master film copies. This high level of microfilm quality allows for the creation of better scanned images, which will ultimately deliver more accurate OCR results for users.

The work of the ProQuest/Google partnership commences immediately and is expected to be ongoing over multiple years.

Magnum Photos and ARTstor Collaborate

www.artstor.org

Magnum Photos and ARTstor announce an exciting collaboration to bring some of the world’s most renowned photographs to the educational community. Beginning this spring, Magnum will launch eighty thousand high-quality photographs within the ARTstor Digital Library to share images of major events and personalities, from the Spanish Civil War to Vietnam to the present day, for scholarly purposes.

Magnum Photos International is owned entirely by its eighty prominent photographer-members. Magnum’s roster of photographers includes Henri Cartier-Bresson, Robert Capa, Eve Arnold, Elliott Erwitt, Josef Koudelka, Rene Burri, Hiroji Kubota, Susan Meiselas, Martin Parr, Alex Webb, and dozens of others. With powerful individual vision, these photographers have chronicled an astounding range of subjects—industry, society and people, places of interest, politics and news events, disasters, and conflict—for award-winning publications such as Life, Paris Match, and Picture Post.

The inclusion of the Magnum collection in ARTstor will impact the next generation of artists, photographers, historians, politicians, writers, journalists, and others who will teach and study these images through the ARTstor website library and presentation tools. ARTstor, a nonprofit organization, is dedicated to furthering the use of digital images in the arts, architecture, and humanities for noncommercial, educational purposes.

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What do you want to talk about today?

What is PLAspace?
The Public Library Association created PLAspace to better serve members by giving them an opportunity to share ideas, network, and explore their professional interests with their peers online. All PLA members can join or create Communities of Practice (CoPs), which represent groups that have come together for the purpose of discussing one topic pertaining to public libraries and public librarianship.

PLAspace features:
- Discussions
- Polling
- Chat rooms
- Events
- Project management tools
- Wiki pages

Log on and join the conversation at www.plaspace.org.

For more information, visit www.pla.org and www.plaspace.org.
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