



LIBRARY **HOTLINE**

BREAKING NEWS FOR LIBRARY AND INFORMATION DECISION MAKERS

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Pew: Reading Habits Mirror Demographics

The Pew Research Center's Internet & American Life Project's Reading Habits in Different Communities report can help libraries better target their services. While there were some significant variations in reading preferences among city, suburban, and rural dwellers, the report noted, "No matter where they live, people of similar ages and similar socioeconomic profiles read and engage their libraries at roughly the same level. To the degree that there is variance among the reading styles in communities, those differences are associated with the demographic makeup of these communities, not because there is something unique about rural residence, or urban residence, or being a suburbanite."

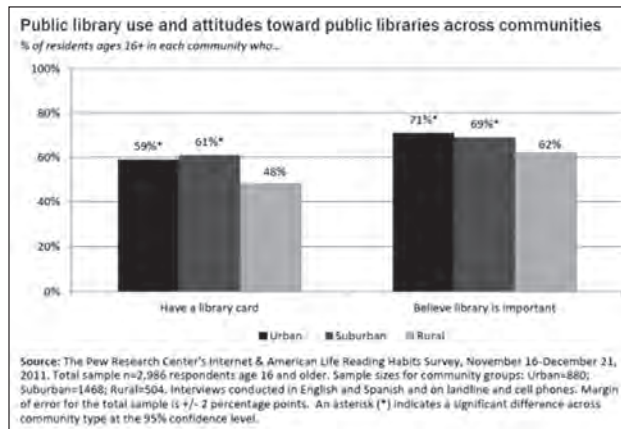
When compared with one another, urban residents are most likely to be young, African American or Latino, unemployed or students, and to report lower household income. Suburban residents tend to be middle-aged, have higher income, and are employed full time. Rural residents are more often older, more likely to be

retired or disabled, white, and have a high school diploma or less.

READING AROUND THE COUNTRY

Among other findings, the report noted that while urban and suburban residents are somewhat more likely to have read at least one book in the past

to research topics of interest, at 77%, compared to 74% of urban residents and 70% of rural residents. More city dwellers reported having to read for school or work, at 58%, compared to 57% of suburban residents and 47% in rural areas. When it comes to magazines and journals, 52% of suburbanites read them regularly, compared to 47% of urban dwellers and 44% of rural residents.



year than rural residents (80% versus 71%), book readers in rural areas read just as many books as readers in cities and suburbs.

Suburbanites were the most likely to read for pleasure, at 82%, compared with 79% of urban residents and 76% of rural residents. Urbanites (80%) and suburbanites (79%) were also especially likely to read to keep up with current events, compared with 73% of rural residents. Suburbanites were also most likely to read

THE LOCAL LIBRARY

City dwellers were most attached to their libraries (see chart): 71% said the library is important to them, and 59% have library cards. While slightly fewer suburbanites, 69%, said the library is important, slightly more have cards, at 61%. Some 62% of rural residents said the library is important and 48% have cards.

However, when it comes to book recommendations, there's no difference: residents of all three kinds of communities are equally likely to say librarians and library websites are sources of book recommendations.

View the entire report, and other recent publications relevant to libraries, at libraries.pewinternet.org.

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Is Your Library Engaged with the Community?

The LibraryAware Community Award recognizes a library that makes its community mindful of what the library can do for it—and delivers on that promise. It will highlight the outcomes of work by libraries that result in better communities and an increased understanding of how libraries contribute to a community's well-being. The winning library will receive \$10,000; second place, \$7,500; and third, \$5,000. Visit lj.libraryjournal.com/awards/libraryaware-community-award for submission guidelines; the deadline has been extended to **February 1, 2013**.

The Weekly Newsletter from *Library Journal* and *School Library Journal*





Interview

Nonny Hogrogian

To mark the upcoming 75th anniversary of the Caldecott Medal, *School Library Journal* has been speaking with past recipients of the award, like two-time winner Nonny Hogrogian, artist and children's book illustrator for *Always Room for One More* (Holt, 1965) and *One Fine Day* (Macmillan, 1971).

What do you remember about winning each medal?

When I won the medal in 1966, I was working at home as an illustrator



four days a week and as the art director for Scribner's children's book department the other three days. I received the call from the Caldecott committee chair and was excited beyond belief. My coworkers at Scribner's... told me to hurry down to the office, where they were waiting to [celebrate].

In 1972, I was newly married to poet and writer David Kherdian. We had just bought a home in New Hampshire, and we were broke. We were jumping up and down and dancing on the bed, we were so happy. The next morning, I called my editor to ask whether we might get an advance on the sales, and, of course, she said "Yes."

What impact did winning the Caldecott have on your career?

The Caldecott changed my life. It meant that I would not have to work in an office again. I would be able to work at books I loved in my own home without worrying too much about paying the rent.

Lynda.com & NYPL Explore New Access Model

Patrons visiting the New York Public Library's (NYPL) Science, Industry and Business Library (SIBL) now have free access to the entire catalog of more than 1,500 instructional online training videos offered by Lynda.com, thanks to a new partner-

ship announced in early December 2012. For the first time, the service will be deployed in a public library setting across a range of IP addresses, allowing SIBL to offer Lynda.com access on more than 60 workstations throughout the building, without requiring any login information.

Many librarians are familiar with the fast-growing online learning company and its courses on topics ranging from Javascript programming to successful salary negotiation techniques, all led by vetted instructors. About 200 different public libraries either offer their staff access to the service for training purposes, or offer patrons access using dedicated terminals, according to Nate Kimmons, VP of Enterprise Marketing for Lynda.com. Also, Lynda.com is currently available at about 400 college and universities, often campuswide, with annual subscription prices based on an institution's student, faculty, and staff full-time equivalent (FTE) population.

Yet SIBL is the first library "that we've really partnered with to figure out what the right model is for Lynda.com and [public] libraries," Kimmons explained. The extensive course catalog is a good fit for SIBL, which has been working to expand services for patrons in three key areas: job search and career development, small business start-up and expansion, and personal financial education, said Kristin McDonough, director of the Business Library.

PERFECT CANDIDATE

Lynda.com approached NYPL about testing this new access model after visiting SIBL and taking note of existing continuing education programs, along with the heavy, constant use of the library's Job Search center and 150 public computer workstations, McDonough said. The test includes nine dedicated Lynda.com terminals in the library's Job Search area, along with a range of more than 50 nonfixed IP ad-

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dresses that will allow access throughout the rest of the library, including SIBL's electronic training center.

Access is only available on-site, and patrons don't need to log in, so usage will be anonymous. As people use the service, Lynda.com plans to monitor the anonymous, aggregated data regarding which modules and courses are most frequently used. During the test, which will last through the end of 2013, representatives from SIBL and Lynda.com "are going to be talking regularly about everything from [Lynda.com's] usage data—which they promised to offer us—to our anecdotal information about the kinds of questions we get, and the kind of uptake we get from the technology classes that we ourselves offer," SIBL's McDonough said.

The test went live in early December 2012, but McDonough said that she had already fielded inquiries about access from representatives from technology meet-up groups. "Already, we're finding that there are people in the technology community who want to partner with us by coming in and giving free [Lynda.com] classes to the public here at SIBL," she said.

U.S. State Department Aids Learners with Game

The U.S. government has joined the list of organizations using gaming to enhance learning. In late December 2012, the U.S. Department of State released a new game to give English-language students a hands-on way to augment their mastery of the language. The free game, Trace Effects (traceeffects.state.gov), available on the state department's American English website (americanenglish.state.gov), was created to introduce users to American society while also exploring "themes related to entrepreneurship, community activism, empower-

ing women, science and innovation, environmental conservation, and conflict resolution," according to the site.

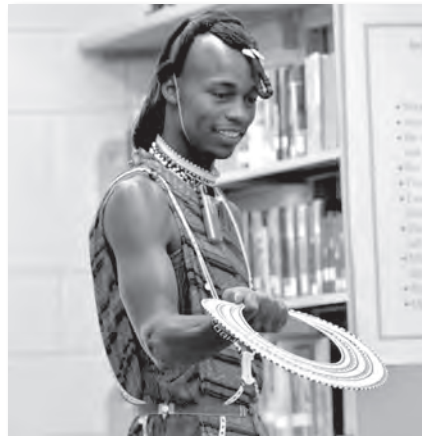
Users play the game from the perspective of Trace, a spiky-haired college student from the year 2045 who is accidentally sent back to the present day and must now find a way back home. Players navigate a 3-D, Sims-like landscape that starts on a typical

college campus and includes locations such as New York, New Orleans, and the Grand Canyon.

The state department's American English website also offers teachers and students academic resources, from lesson plans in which student brainstorm New Year's resolutions to DVDs packed with tips about how to teach English through jazz chants. Users can

Librarian Named a National Geographic Traveler of the Year

On a family trip to the East African nation of Tanzania, high school librarian Paula Busey became acquainted with Samwel Melami Langidare Mollel (pictured), a Maasai warrior who spoke five languages. The high school educator arranged for Melami to guest teach at her Colorado school in an educational exchange that drew the attention of National Geographic, which honored Busey and Melami as 2012 Travelers of the Year.



In 2009, Busey and her family were "lucky enough" to go on a safari in Tanzania. Their guide, Melami, taught Busey's family about wildlife, the Maasai tribe, and the challenges they face, along with aspects of ethnobotany learned from his father, a healer. "Over the course of the week, I realized he was an amazing educator," said Busey, and she thought it would be wonderful if he could come to speak with her students. Her principal at ThunderRidge High School in Highlands Ranch, CO, supported the plan.

Busey and the students in the community service group had previously raised funds to support microbusinesses in Malawi by selling jewelry. They then tackled the \$2,000 fundraising goal to bring Melami over to the United States. In April 2010, Melami "spent a solid week teaching hundreds of kids in our school," said Busey. He geared his lectures toward the existing school curriculum and opening students' eyes to the culture and problems of the tribal people in Tanzania.

The school yearbook staff sponsored a second Colorado visit for Melami in 2011. This time, he visited more schools, from alternative facilities serving at-risk students to those in affluent suburban areas. He connected with everyone equally, said Busey. During that visit, "We talked to Samwel about doing a schoolwide project" to raise money for the Maasai, Busey said. He told her about a new school near Arusha, Tanzania, that had good classrooms but an unsanitary kitchen. Through a Maasai festival at ThunderRidge, Busey and students raised \$13,000 to build a better kitchen in the Arusha facility, working in partnership with an NGO.

The Colorado students would like to have Melami back again, but it's a long trip, and he's very busy these days, Busey said. Melami is building a safari business owned and operated by Maasai—one that he hopes will be economically sustainable, with all profits going to the tribe.





People

David Christopher has been named Chief of Operations, U.S. Copyright Office (USCO). He most recently was Chief, Information and Records Division, USCO. He succeeds **Melissa Dadant**, who will retire in February.

Ginnie Cooper, Chief Librarian, District of Columbia Public Library (DCPL), has won the American Institute of Architects 2013 Thomas Jefferson Award for Public Architecture. Fourteen DCPL facilities have been renovated or rebuilt since Cooper's arrival to the system in 2006.



Amy Lannon has been promoted to Assistant Director, Reading Public Library, MA. She had been Young Adult Services/Reference Librarian since 2003.

Tom McMurdo is the new Collections & Digital Initiatives Librarian, Vermont Department of Libraries, Montpelier. He most recently was Library Assistant Professor and Project Librarian, Vermont Digital Newspaper Project, University of Vermont, Burlington.

Carmen Martinez, Director, Oakland Public Library, retired in December after 12 years in the position. Current Associate Director **Gerry Garzon** will serve as Interim Library Director.

Jayanthi "Jay" Shankar has joined Innovative Interfaces Inc. as Senior Vice President of Services and Support. Most recently, he was Vice President of Customer Support, BMC Software.

Kevin Stehr is the new Vice President of Global Sales, Serials Solutions. He previously was Vice President of Sales, LexisNexis Litigation Software, Hosting & Professional Services.

Kevin Stone has been appointed Executive Vice President and Chief Sales and Marketing Officer, Cengage Learning. He previously was Chief Sales Officer, Higher Education, Pearson.

Sarah Vantrease is the new Chico Branch Librarian, Butte County Library, Oroville, CA. Formerly, she was Acting Branch Head, Los Angeles Public Library.

Arnold Weeks, Director of Libraries, Clay County Public Library, Green Cove Springs, FL, will retire February 1 after 26 years in the position.

Recent retirements at Jacksonville Public Library, FL, include **Carol Bailey**, Branch Manager, Pablo Creek Regional Library, with nearly 21 years of service; **Heather Campbell**, Senior Librarian, Popular/Fiction Department, Main Library, 23 years; **Jerry Reynolds**, Manager of Talking Books/Special Needs & Interlibrary Loan Services, 24 years; and **Michael Rouse**, Branch Manager since 2003.

tionwide. A committee of librarians chose the winners, listed below:

Dorothy J. Davison, Hormann Library, Wagner College, Staten Island, NY

Roberto Carlos Delgadillo, Peter J. Shields Library, University of California, Davis

Beatriz Adriana Guevara, Charlotte Mecklenburg Library, NC

Rachel Hyland, Tunxis Community College Library, Farmington, CT

Susan Kowalski, East Syracuse Minoa School District, Pine Grove Middle School Library, East Syracuse, NY

Rae Anne Locke, Saugatuck Elementary "Secret Garden" Library, Westport, CT

Greta E. Marlatt, Naval Postgraduate School, Dudley Knox Library, Monterey, CA

Mary Ellen Pellington, Octavia Fellin Public Library, Gallup, NM

Madlyn S. Schneider, Queens Library, Jamaica, NY

Julie Hatsell Wales, McNair Magnet School, Rockledge, FL

Each honoree received a \$5,000 cash award, a plaque, and a \$500 travel stipend to attend the awards reception in New York City. Nominees must be librarians with a master's degree from an ALA-accredited MLIS program or a master's degree specializing in school library media from an educational unit accredited by the National Council for the Accreditation of Teacher Education. Go to www.ilovelibraries.org/lovemylibrarian for more about the award and 2012 winners.

In Memoriam

John "Pat" Murphey, former Arkansas State Librarian, died December 6, 2012, at the age of 81. He held that position from 1981 until his retirement in 2000.

Send People notices to LJHotline@mediasourceinc.com

also download free PDFs and MP3 recordings of literary works by Edgar Allan Poe, Mark Twain, or Jack London.

Ten Librarians Win "I Love My Librarian" Award

Ten academic, public, and school librarians who create a spirit of community in their libraries were hon-

ored as recipients of the 2012 I Love My Librarian awards at a ceremony with 200 supporters at the New York Times Center in Manhattan in mid-December.

The award, an initiative of the American Library Association (ALA) sponsored by the Carnegie Corporation of New York and the *New York Times*, drew 1,500 nominations na-

CA Senator Proposes Funding Amendment

California State Senator Lois Wolk (D-Davis) introduced an amendment to the state constitution that would make it easier for local governments to raise funds for public libraries. The amendment would reduce the percent-





age of votes needed to pass such a measure from the two-thirds supermajority currently needed to 55 percent, though still more than a simple majority.

The amended threshold would be more in line with what is required in California to pass K–12 school bond measures. General purpose tax measures that may be used to fund general local services require only a simple majority to pass. “Libraries provide essential services to the state’s education system and to our communities,” said Wolk. “But while demand for library services is growing, many libraries are struggling to meet the needs of their users in light of ongoing state and local budget cuts.”

“In the November elections, two California library parcel tax measures failed despite receiving substantial majorities, with more than 55 percent yes votes from their communities,” said Derek Wolfgram, president of the California Library Association, referring to a measure in Pomona that received 60.5 percent of the vote and one in Santa Barbara that received 57.6 percent, according to the California Local Government Finance Almanac. Per the *Sacramento Bee*, all five library parcel taxes failed on this November ballot.

To reach the ballot, the constitutional amendment needs either a two-thirds supermajority in the state legislature, or petition signatures from enough registered voters to equal eight percent of the total who voted in the last gubernatorial election. Once on the ballot, ironically, the amendment would be easier to pass than a library tax: it needs only a simple majority.

Recorded Books To Debut New Ebook Platform

Recorded Books, the Prince Frederick, MD–based audiobook publisher, is hoping to open up the library ebook

market with a new platform. In a saturated and nonconsolidated field, Recorded Books hopes to distinguish itself with a platform that will allow publishers to set their ebook licensing terms for libraries on a title-by-title and market-by-market basis and

then analyze the impact of those decisions by comparing circ and consumer sales at the zip code level. The platform is also intended to make it appealing for libraries to manage a collection of ebooks sold to them under a variety of terms.

Branching Out



December 7 marked the groundbreaking for the new 46,000 square foot Moorestown, NJ, municipal building (pictured), which will encompass city offices and the 26,000 square foot **Moorestown Library**. The library will house a café, outdoor reading terrace, tech lab, dedicated teen space, several meeting rooms, and study areas. Located on the site of the former town hall, which was razed following a 2007 fire, the \$11 million library/city complex, designed by Ragan Design Group, Medford, NJ, is looking toward a March 2014 completion.

King County Library System (KCLS), WA, has added another gem to its crown with the December 8 opening of the 11,000 square foot **Newcastle Library**, the first ever in the community. Funded through a 2004 \$172 million capital bond measure, the \$11.9 million facility, designed by Mithun Architects, will feature an outdoor plaza and include an expansive reading room, a teen area, public access computers, a community meeting room, private study rooms, and a dedicated children’s space. Denoting the production of brick in Newcastle, brick details on the structure were sourced locally. Other sustainable elements are a green sedum roof, radiant heated floors, low-flow fixtures, and materials with recycled content.

Six months after the start of renovations, the 2002 **Farr Regional Library**, Greeley, CO, part of the High Plains Library District (HPLD), held its open house. Chief among the construction efforts to the 38,000 square foot library is the repurposing of 1,200 square feet of staff area into usable public space. Designed by studiotrope Design Collective, with contractor Interlock Construction Corp., the \$825,000 project proceeded with a “commitment to long-term environmental sustainability.” Among the green features are the installation of a solar tube for natural lighting, solar panels for the provision of roughly 15 percent of the library’s electrical needs, an electric-vehicle charging station, updated HVAC systems, and climate-controlled window shades. The largest branch of HPLD, Farr has a collection of more than 118,000 items.

Driving forward with the **Driving Park Branch** of Columbus Metropolitan Library, OH, the 6,000 square foot 1972 library will be replaced with a 15,000 square foot facility only 0.2 miles from its current location; the 2013 groundbreaking will be followed by a 2014 opening. The \$6 million project will include the addition of a Homework Help Center and the incorporation of sustainable practices.

Rendering courtesy of Ragan Design Group.

Send information on groundbreakings and ongoing and completed building projects to blfox@mediasourceinc.com





Company Announcements

Bridgeton Free Public Library, Millville Public Library, and Vineland Public Library, all located in New Jersey, will migrate to **Innovative Interfaces Inc.**'s Millennium integrated library system (ILS) and Encore Synergy federated search products. Additionally, Millennium's first customer in Vietnam will be the Institute of Social Sciences Information.

EBSCO Publishing now offers academic videos from **INTELECOM Intelligent Telecommunications** via EBSCOhost. **OhioLINK** also now offers its members access to EBSCO Discovery Services.

LearningExpress Library's job seeker resource is now available from **Iowa Library Services** in libraries and workforce centers. The subscription includes tutorials, practice tests, and exercises; ebooks; and computer skills tutorials.

Five German publishers (**Makrolog Content Management AG, Lexxion Verlagsgesellschaft mbH, Schweizerbart/Borntraeger Science Publishers, Georg Olms Verlag AG, Vandenhoeck & Rupprecht**) are the latest content providers to index their scholarly material in **Serials Solutions'** Summon service.

La Pérouse Library of Ifremer, the French Research Institute for Exploration of the

Sea, has chosen **OCLC WorldShare Management Services** as its new library management system and **WorldCat Local** as its integrated search service.

Infobase Learning has added films from **MVD Entertainment Group's** Access Video on Demand, a streaming video product.

Springer Science+Business has reached an agreement to acquire **Mekentosj BV and Livfe Ltd.**, developers of Papers, reference manager software that combines and shares search functions, downloads, and citations into one tool.

Dow Jones & Company's Factiva business intelligence product has upgraded its search technology, licensed from **MarkLogic Corporation**. It is now the same product used by **Dow Jones Financial Services** tools and **Wall Street Journal's** online site, WSJ.com.

The **Central Utah Collaborative ILS Project**, a nine-member consortium, has selected **Auto-Graphics's** VERSO Software as a Service (SaaS) cloud-based implementation as its new ILS.

ProQuest, in collaboration with the **National Security Archive**, has added newly declassified files covering events in 1970s–1980 Argentina to its Digital National Security Archive.

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CHANGING MARKET

The new platform, which will be beta-testing early this year, will allow publishers significant flexibility to mix and match licensing terms based on the type of book or the specific market, according to Recorded Books' president and CEO Rich Freese. For example, a publisher could decide that new ebook titles by best-selling authors will have a 26-loan cap, while a new title by a new author might be licensed to libraries at a promotional rate with no cap.

Still, backlist titles could be licensed with more liberal terms to a library in a specific market where there is a large local interest, while those same titles are licensed under more restrictive terms in other areas. By offering publishers the opportunity to view circ data at the zip code level and compare with consumer sales data in the same area, the system will give these businesses a better sense of how to work with libraries, Freese said.

When the publishing industry dealt almost exclusively in print, selling books

to libraries under a single set of terms made more sense, Freese said. Now that digital distribution makes it possible to take a more granular approach, publishers' expectations are beginning to change. "Publishers want to have a better vision of what's going on in libraries and be able to experiment in a way that makes them comfortable with their overall business model," he said.

For libraries, the prospect of separately managing still more license terms, including some explicitly experimental, is likely to give many collection managers pause. For its part, Recorded Books said the platform will include dashboards and reporting systems that maintain records of the terms that each individual title was purchased under, by each individual library in a system, even if a publisher later changes those terms for other sales.

Freese and officials from Recorded Books are in the process of meeting with major publishers and several major library systems to discuss additional features that the system could incorporate.

B&T Launches Free Audiobook Platform

Baker & Taylor (B&T) on December 11 announced the launch of Acoustik, a mobile platform "that allows consumers to buy and download digital audiobooks on their Apple and Android devices" using a free app powered by Findaway World, LLC. While Acoustik, which currently provides consumers access to nearly 40,000 titles from a variety of publishers, is available at select retailers, B&T will be expanding the service into libraries in 2013 as part of the Axis 360 digital media platform. "We're aiming for late January," B&T's Kimberly Kuo told *Hotline*. Acoustik is available for download at no charge on iPhones and iPads through Apple's App Store and on Android devices through Google Play.





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