

Wadsworth PL Passes Levy with Analytics Help

Wadsworth Public Library (WPL), OH, recently illustrated that the analytics tools that underpin modern political campaigns can also help libraries get out the vote.

The Medina County library had faced steady declines in state funding since 2001 and steep budget reductions of \$500,000 when the recession began in 2008. Cumulative losses during the past decade totaled \$2 million, resulting in cuts to hours, staff, and programs.

Needing to secure additional funding, WPL went to voters with a 1.25-mill levy on local primary ballots in March 2012. The library’s campaign efforts may have been hindered by confusion over the Ohio primary schedule—two separate bills would have moved the state’s primary election to June or May; it was ultimately held in March. But it was nonetheless discouraging when the levy was defeated 53.8 percent to 46.2 percent.

The November 2012 election offered another opportunity, but WPL staff and volunteers, led by Director C. Allen Nichols, realized that they might need a more targeted approach for voter outreach. Nichols had met

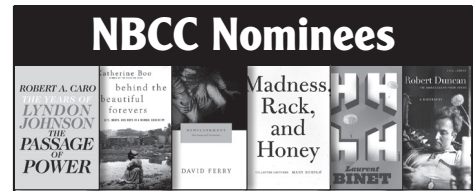
Sandra Swanson, president of market analytics and consulting agency OrangeBoy, at the 2011 *Library Journal* Director’s Summit in Columbus, OH.

“I wonder if [Swanson] could take a look at who our cardholders are who are also registered voters and then really target our levy community folks,” Nichols told *Hotline* he remembered thinking at the time.

OrangeBoy specializes in customer segmentation studies, data analytics, and facilitating the collection of primary research, such as consumer surveys. Libraries generally use this information to tailor collections, services, and programs to their patrons’ preferences, or for outreach efforts geared toward turning casual users into more frequent ones. Swanson noted that she doesn’t consider the company levy experts or political consultants, but the data that Nichols needed was relatively straightforward, so WPL hired the company to help.

Volunteers worked with the library to raise awareness among users, and the levy passed with 55.6 percent of the vote—a nine-point swing compared to the March election.

Based on the collected data, Nichols said that WPL has plans to target specific programming to neighbor-



National Book Critics Circle Releases Finalists

The National Book Critics Circle Awards, the only awards given by working critics and book review editors, are coming your way on February 28. As always, this year’s finalists range from immediately recognizable titles like Robert A. Caro’s *The Passage of Power: The Years of Lyndon Johnson* (Knopf), Katherine Boo’s *Behind the Beautiful Forevers: Life, Death, and Hope in a Mumbai Undercity* (Random), and David Ferry’s *Bewilderment: New Poems and Translations* (Univ. of Chicago)—the last two National Book Award winners—to terrific surprises like Mary Ruefle’s *Madness, Rack, and Honey* (Wave Bks.), a refreshingly different work of criticism; Laurent Binet’s *HHHH* (Farrar), a French prize winner about the assassination of Reinhard Heydrich; and Lisa Jarnot’s *Robert Duncan, the Ambassador from Venus: A Biography* (Univ. of California), whose subject has come to have a powerful influence on the most recent generation of poets. For a complete list of finalists, visit ow.ly/gUfDm.

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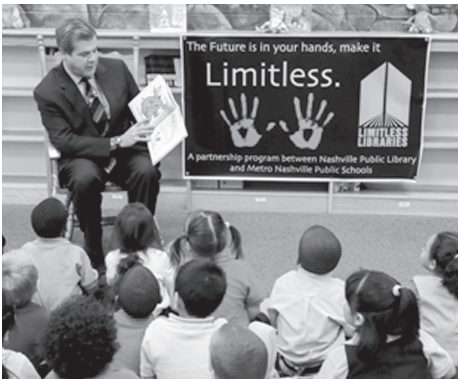
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Is Your Library Engaged with the Community?

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**.

hoods with concentrations of patrons in households where there are children and teens who have library cards.

Partnership Transforms Nashville School Libraries



An ambitious partnership between Nashville Public Library (NPL) and Metro Nashville Public Schools has led to a successful program called Limitless Libraries. The program was launched in 2009, and by the end of the pilot in May 2010, circulation at all participating school libraries had improved. The most significant increase was at the Pearl-Cohn Entertainment Magnet High School, where circulation increased by an astonishing 286 percent.

During the past three years, the program has grown after starting with just four schools to now include 128. Students and teachers have checked out more than 97,000 items from the public library, which were sent to schools by courier, and 25,000 students registered as NPL patrons—15,000 of them first-time public library users.

School-issued student IDs also operate as city library cards. In addition, students and teachers have access to several local university collections.

Through Limitless Libraries, NPL has helped modernize and expand school collections by weeding outdated books and using combined purchasing power to acquire new material that are shelf-ready and at deeper discounts. The program made possible the purchase of ereaders and Playaway devices to check out to students and ebooks and audiobooks to use with them.

The city is funding a longitudinal study of the program, but initial outcomes look promising. School librarians were initially skeptical: an initial survey found that half of the respondents had their doubts. But in a similar survey conducted at the end of that school year, not a single librarian expressed objections. In addition, school libraries now regularly take part in public library programs, such as Teen Read Week and Food for Fines. City and school librarians have started talking more to one another about programming, reading lists, and upcoming events.

Gwinnett County Faces Million-Dollar Budget Cut

Forced to absorb a 33 percent drop—a cool \$1 million—in their materials budget, officials at Gwinnett County Public Library (GCPL), Lawrenceville, GA, are already strategizing for FY14, figuring out ways to

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Library of the Year

All libraries are good, some are great. *LJ* is looking for role-model libraries to vie for the honor of being the 2013 *Library Journal*/Gale Cengage Library of the Year.

Learn more and submit your nominations at

lj.libraryjournal.com/awards/

library-of-the-year-nomination-guidelines-2

Postmark deadline: April 6, 2013

ration resources for a 15-branch network that continues to grow in usage.

On January 3, the Gwinnett County Board of Commissioners adopted a \$1.46 billion budget for 2013, 7.1 percent lower than the previous year, citing shrinking property tax revenues. GCPL took a substantial hit; the final budget allocates \$2 million for library materials, down from \$3 million one year ago.

“The last time the library had a \$2 million materials budget to serve Gwinnett citizens was in 2001, when it served a population of 564,398 and staffed ten branches,” Phillip Saxton, chair of the library Board of Trustees at the time, wrote to the commissioners. “Population has increased 42 percent since that time, and there are 50 percent more branches.”

Gwinnett County more than doubled in population between 1990 and 2010. In that span, the library system (named *Library Journal's* Library of the Year in 2000) added branches and users and now boasts about 310,000 cardholders. In 2012, patrons logged about three million visits.

Nancy Stanbery-Kellam, the library's executive director, described the budget cut as “devastating” and told *Hotline* the library wasn't expecting it. But while this one may have come as a shock, budget cuts are nothing new for GCPL. According to its data, overall county funding has decreased every year since 2009 from a high of \$18.9 million in 2010 to about \$14.1 million for FY14.

Charlotte Nash, chair of the Gwinnett County Board of Commissioners, said that under state law, Gwinnett County is required to pass a balanced budget. “Service demands for many parts of the local government go up in a down economy,” she added. “We are in that vice.... It's a hard, hard situation to be in.”

Nash also said limiting the \$1 million reduction to materials would al-

InfoCommons Offers Vision of Brooklyn's Future

After a year of extensive remodeling, Brooklyn Public Library (BPL) unveiled its Central Library's Shelby White and Leon Levy Information Commons area on January 10. Made possible by a \$3.25 million grant from local philanthropist White, the 5,500 square foot area “is really what I consider the nucleus around which our future service delivery strategies will revolve,” Richard Reyes-Gavilan, BPL chief librarian, said.



The area features ten 27" iMacs and 15 PC stations outfitted with premium design and productivity software.

Stepping into the InfoCommons, patrons will see ten new 27" iMacs lining the left side of the room; all are loaded with leading design software. On the right side of the room are 15 similarly outfitted PC stations. In between, as many as 70 laptop users can be accommodated with seating, outlets, and wireless access. Rather than Internet browsing or social media use, the area is geared toward patrons who are “working on anything that takes time to create,” Reyes-Gavilan told *Hotline*. The library has a separate computer lab on the third floor of the Grand Army Plaza building that will continue to serve casual users.

Off the main area, one large classroom seats up to 36, and seven smaller meeting rooms are designed to suit groups of two to 14. BPL plans to use the fully outfitted recording booth for oral history projects, podcasts, and other aural activities.

As a statement about BPL's future, the InfoCommons seems to speak primarily to the creative class that has taken root in Brooklyn during the past two decades. Yet BPL's recently released strategic plan indicates that the library plans to emphasize service to all of the borough's varied demographics going forward, whether they are graphic designers, recent immigrants, or impoverished families.

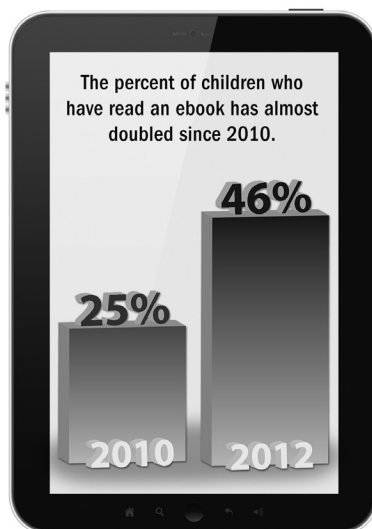
Achieving these goals could require the library to sell several underused branches and employ the proceeds in the repair and upgrade of other branches that see heavier activity, according to a story published in the *Wall Street Journal*.

low GCPL to maintain current staffing levels and hours, with the latter having seen cuts in recent years.

Children's Ebook Reading Doubled Since 2010

The number of children reading ebooks has nearly doubled since 2010, according to Scholastic's *Kids & Family Reading Report*. The national survey of youth ages six to 17 and their parents also found that half of kids ages nine to 17 say they would read more books for fun if they had greater access to ebooks—although 80 percent of young people who read ebooks say they still read books for fun primarily in print, and 58 percent say they will always want to read books printed on paper even though there are ebooks available (down from 66 percent in 2010).

According to the study, the number of children who have read an ebook has reached 46 percent, compared to only 25 percent in 2010, while 49 percent of parents feel their children don't spend enough time reading books for entertainment, an increase from only 36 percent in 2010.



Source: Scholastic

Overall, 72 percent of parents show an interest in having their children read ebooks, the survey found.

Scholastic noted that one in four boys who have read an ebook said they are now reading more books for fun. The survey also found that 57 percent of moderately frequent readers who have not read an ebook agree that they would read more if they had greater access to them.

The study showed that youths prefer ebooks over print when they don't want their friends to know what they are

reading or when they are out and traveling. They opt for print books for sharing with friends and reading at bedtime.

Rise in Tablet Use Challenges Publishers

Sixty percent of publishing executives believe that tablets have become "the ideal reading platform," and 45 percent believe that dedicated ereaders will soon be irrelevant, according to a recent online, by-invitation survey conducted by global research and advisory firm Forrester.

Oddly, 85 percent of respondents said that they were optimistic about the digital transition, but when questions were asked about their own company's preparedness, they seemed pessimistic. While almost two-thirds (64 percent) agreed that their company "is capable of competing in a digital environment," only 55 percent said they believed their company's plan has a chance of succeeding. Both of these figures have dropped by ten percent compared with the 2012 survey.

Even worse, executives seemed to feel that their companies have not adapted well so far, with only 34 percent saying that they felt their business was stronger today because of the growth of digital products.

While a substantial majority of publishers—85 percent—said that their company produced apps, they seemed less than enthusiastic about this direction for the business. Forty-five percent said apps cost too much to produce—roughly the same as last year. Only 19 percent believe that apps could change the future of books, and 21 percent see revenue potential in such application software.

Author/Illustrator McDermott Dies

Gerald McDermott, award-winning author and illustrator best known for

People

After six years as the Director of IT at Baltimore County Public Library, **Odonlami Aromire** has joined the District of Columbia Public Library as Director of Information Technology.

Emory University in Atlanta has appointed **Rich Mendola** as its new Enterprise Chief Information Officer and Senior Vice Provost of Library Services and Digital Scholarship. He had formerly been Vice President of Information Technology and CIO at the university.

Jessica Olin has been made Director of the Library at Wesley College in Dover, DE. She formerly served as Information Literacy and Instruction librarian at Hiram College, OH.

Carla J. Stoffle stepped down from her position as the Dean at the University of Arizona in Tucson and will return to the faculty. She began her tenure as dean in 1991 and also became acting director of the Center for Creative Photography and the School of Information Resources and Library Science.

Ashlee (Clark) Tominey was promoted to the position of Library Development Consultant for the State Library of Ohio. She previously worked as Executive Secretary to the State Librarian for the past six of the nine years she has been with the State Library.

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his original take on folktales, died on December 26, 2012, at the age of 71. He is survived by his wife, Beverly Brodsky.

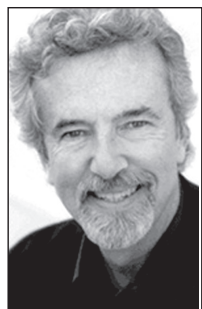
His first children's book, the Caldecott Honoree *Anansi the Spider* (Holt, 1972), based upon his animated film, retold the traditional West African tale of the clever and mischievous trickster. In his Caldecott Medal-winning *Arrow to the Sun* (Viking, 1974), McDermott once more recast one of his animated films in picture book format. The book retold the Pueblo tale of a boy who journeys to the sun to seek his father.

McDermott received both a Caldecott Honor and a Boston Globe-Horn Book Honor Award for *Raven: A Trickster Tale from the Pacific Northwest*, (Harcourt, 1993), a Native American tale of the birth of the sun that *School Library Journal* described as an "amusing and well-conceived picture book."

In recent works such as *Creation* (Dutton, 2003) and *Pig-Boy: A Trickster Tale from Hawai'i* (2009) and *Monkey: A Trickster Tale from India* (2011; both Harcourt), McDermott turned to Aztec, Hawaiian, and Buddhist traditions to continue with his convention of bringing folklore to life.

Born in 1941 in Detroit, McDermott displayed a passion for art early in life. At the age of four, he took classes at the Detroit Institute of Arts. He went on to study at Cass Tech and later at Pratt Institute in New York on scholarship. He then started a career as a filmmaker, producing short animated features on folklore, including *Anansi the Spider*, which garnered the American Film Festival Blue Ribbon in 1970.

"Gerald had an unusual talent for reaching both kids and adults; the six trickster tales he published with Harcourt certainly show his ability to reach across generations," said Jeannette Larson, editorial director



of Harcourt Children's Books, who worked with McDermott. "His grasp of the cultural heritage behind his stories was impeccable, yet his books were never weighed down by his depth of knowledge. Every story is distilled to its essence; each one has a vein of humor that makes it accessible to even the youngest readers. And his artwork! Always stunning."



A decade of effort came to an end on December 9 with the reopening of the completely restored downtown **Central Library** (pictured) of the St. Louis Public Library. The 1912 Classic Revival-style 200,000 square foot building, closed down in mid-2010, gained 83 percent more usable public space in the \$70 million construction effort. Under the guiding hand of Cannon Design and BSI Constructors, Inc., the "renewed" library houses a new computer center, enlarged children's and teen spaces, a 240-seat auditorium, a café, and additional conference and staff rooms. Along with the addition of a new entryway on Locust Street, enhanced by a canopy and waterfall, the library has transformed what was once a seven-story stack

tower into a magnificent glass-enclosed atrium. The tower was the previous home to much of the library's 4.7 million-item collection, enjoyed by its 83,000 cardholders. The project included the installation of energy-efficient fixtures and upgraded mechanicals as well. Among the classic details brought back to life are original plasterwork, moldings, marble flooring, and woodwork, according to *St. Louis Biz Talk*, with specialists in historic lighting and paint finishes on board to attend to the minute details. Funding for the mammoth building scheme was a collaborative effort, with support from Recovery Zone Development Bonds, bank-qualified bonds, Build America Bonds, the St. Louis Public Library, and the voters of St. Louis.

Photo by Timothy Hursley

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

Pew: Users Don't Know What Libraries Do

In a new survey from the Pew Research Center's Internet & American Life Project, one thing that's clear is that users don't know—and they know they don't know—what libraries have on offer: only about a fifth said they know most or all of what services are available, and almost a third

The **Seattle Public Library** has added new languages to its search catalog. Patrons can now search the collection in Chinese, Japanese, Korean, and Russian.

Having previously operated under **Innovative Interfaces'** (III) Millennium integrated library system (ILS), the **South Ayrshire Library and Information Service** in Ayr, Scotland, has upgraded to III's Sierra Services Platform.

The **Center for Research Libraries** (CRL) took on the maintenance and development of the **JISC Academic Database Assessment Tool** (ADAT), which was created by JISC Collections. ADAT began in 2006 to serve as a resource to analyze the merits of databases for potential library use, and CRL will look to expand that service. Additionally, eight new institutions have been welcomed into CRL for 2012–13: **Boston College**; **University of Nebraska, Lincoln**; **Lenhardt Library, Chicago Botanic Garden**; **Rock and Roll Hall of Fame Library and Archive, Cleveland**; **Carthage College, Kenosha, WI**; **Northeastern University, Boston**; **Presbyterian College, Clinton, SC**; and **Kennesaw State University, GA**. CRL's rolls now stand at 270 members.

Prometheus Books announced a partnership with **Random House Publisher Services** (RHPS), a division of Random House, for a multiyear sales and distribution arrangement beginning April 1 in which RHPS will sell and distribute all Prometheus titles.

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said they know not much or nothing.

Not surprisingly, the largest numbers of Americans looked to libraries for well-established services: about 80 percent of respondents said that borrowing books, making reference requests, having free access to computers and the Internet, being in close coordination with local schools, and attending free literacy programs for young children are all very important.

The **Institute of Museum and Library Services** (IMLS) opened registration for its **Web-Wise Conference**, to be held March 6–8 at the Renaissance Baltimore Harborplace. The gathering will focus on “Putting the Learner at the Center.”

EBSCO Publishing and **Grey House Publishing** formed an exclusive licensing deal regarding **Salem Press**. EBSCO has owned Salem since 2006, and now Grey House will maintain all reference title publishing under a joint imprint effective February 2013.

A new iOS app was launched by **Questia**, an online research and student writing tool. Questia created the app after conducting a survey about research papers to help students effectively and quickly do this type of work through expansive search tools and saved research functions.

University of Cincinnati Libraries was given a Scholarly Communications and Information Technology Program planning grant totaling \$58,000 through the **Andrew W. Mellon Foundation**.

Authors and screenwriters of *Argo*, *Beasts of the Southern Wild*, *Life of Pi*, *Lincoln*, *Perks of Being a Wallflower*, and *Silver Linings Playbook* were selected as finalists for the 25th annual **University of Southern California (USC) Libraries** Scriptor Award. The USC Libraries will hold a ceremony on February 9 to announce the winners.

Yet when it comes to newer and less familiar core services, these solid majorities disappear: interest in everything from “ask a librarian” services, apps, technology petting zoos, internal navigation apps, lending kiosks, and Amazon-style recommendation engines all hover at about the same level of support, with about a third of respondents strongly interested and another third somewhat so.

About half of respondents think libraries should offer a broader selection of ebooks, but far fewer are in favor of shrinking the physical stacks: only 20 percent said libraries definitely should and 36 percent, definitely not.

The survey also suggests that African Americans and Hispanics are comparatively more receptive to new services than are whites. These groups expressed particular interest in separating library spaces for different services, offering more learning experiences similar to museum exhibits, and helping users digitize material such as family photos or historical documents.

These results in many ways reflect the landmark OCLC perceptions reports first conducted in 2005 and updated in 2010.

AudioGO, Karin Slaughter Sign Ten-Title Deal

Furthering a relationship begun in 2008, AudioGO and Karin Slaughter have signed an agreement granting the publisher exclusive North American audiobook rights to the best-selling thriller writer's next ten titles.

Tara Gelsomino, AudioGO's marketing manager, told *Hotline* that the publisher suspects that the titles “will all be thrillers...releas[ing] one per year.”

“In 2014,” Gelsomino said, Slaughter is “launching a new series, ‘Cop Town.’” Slaughter is also working on screenplays for the Grant County books, is “in negotiations with a prominent media conglomerate to create an episodic television series about her characters,” Gelsomino said, and continues to run her Save the Libraries charity. Yet she still makes time for new projects: Gelsomino said plans for the collaboration include “a potential audio imprint under [Slaughter's] creative direction.”

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LIBRARY HOTLINE
BREAKING NEWS FOR LIBRARY AND INFORMATION DECISION MAKERS

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Congress Cuts LSTA: Obama To Approve
President Obama is expected to sign the \$915 billion budget bill for FY12 that Congress passed in December 2011, with reduced appropriations for the Library Services and Technology Act (LSTA) and the Government Printing Office (GPO), whose top administrator, the public printer, will soon be out of a job.

LSTA funding stands at \$185 million, a 2.3 percent cut from the \$189 million received in FY11. Susan Hildreth, director of the Institute of Museum and Library Services (IMLS), which administers LSTA, said she was pleased Congress recognized the need for federal support of museums and libraries. "Ideally, there would be a higher level of funding. But fiscal constraint is currently a fact of life at the federal level," Hildreth said.

Under LSTA, Grants to States was appropriated at \$156.6 million (down from \$169 million); Native American Library Services was funded at \$3.8 million (down from \$3.9 million); National Leadership for Libraries was funded at \$11.9 million (down from \$12.2 million); and the Laura Bush 21st Century Librarian received \$12.5 million (down from \$12.8 million).

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Caldecott Winner Simms Taback Dies
Simms Taback, author, graphic artist, illustrator, and winner of the Caldecott Medal for *Joseph Had a Little Overcoat* (Yking, 2000), died December 25; he was 79.

Taback wrote or illustrated more than 40 children's books, winning many awards, including the Caldecott Medal for his adaptation of a Yiddish folk song and a Caldecott honor for *There Was an Old Lady Who Swallowed a Fly* (Yking, 1997). He also received several notable book designations from the American Library Association, Parents' Choice Gold awards, and the Sidney Taylor Award.

He designed the first McDonald's Happy Meal box in 1977.

Taback also was a founding president of the Illustrators Guild, which later merged and became the New York Graphic Artists Guild, where he was a founding member and president. He was an advocate for artists' rights with his service as author, editor, and production supervisor for *Graphic Artists Guild Handbook: Pricing and Ethical Guidelines*.

Last Call for 2012 Parahuman of the Year!
Library Journal is looking for a top star to honor with its 13th annual Parahuman of the Year award, sponsored by DEKO. To be honored in the March 2012 issue, deadline: January 18, 2012. For guidelines, go to on.fb.com/388025. Email submissions to library@mediasourceinc.com.

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