

**Detroit Library Contractor Indicted for Kickbacks**

James Henley, owner of Core Consulting and Professional Services, was indicted on January 31 for allegedly paying kickbacks to an unnamed Detroit Public Library official, according to the FBI.

Henley allegedly paid at least \$600,000 in bribes for the unnamed officials' help in winning a \$1.5 million contract to upgrade the library's computer systems. If the charges are proven at trial, Henley would have paid more than a third of the total cost of the contract in bribes alone and would face a maximum of ten years in prison and a fine of up to \$250,000.

According to the indictment, the official helped Henley prepare the proposal that he then approved.

The indictment comes after the FBI raided the library on November 20, as well as the home of Tim Cromer, the library's chief administrative officer. Cromer was suspended with pay two days later, according to ABC News. He has not been charged.

According to the *Detroit News*, the library commission released a statement saying officials will "fully cooperate" and have launched an internal investigation.

**Innovative Founder Sells Remaining Interest**

Jerry Kline, founder of Innovative Interfaces (III), the third largest North American library automation company in terms of revenue, sold his remaining shares in the company to private equity firms Huntsman Gay Global Capital and JMI Equity, which now fully own the company.

Steve Young, senior partner of Huntsman Gay, was named chairman of the board.

Kline also resigned from III's Board of Directors. Neil Block, formerly president of of the company, on January 22 joined Polaris Library Systems as vice president of strategic growth. III no longer has a president position.

"Since February 2012, my participation has incrementally lessened: I stepped down as chairman last August, prior to this sale," Kline said in a statement. In August 2012, III named Kim Massana, previously president of Thomson Reuters Elite, as CEO.

Huntsman Gay Global and JMI first invested in the company last March, initially keeping Kline on as chair and Block as president. Terms of the transaction were not disclosed,

**Interview**

**Benjamin Alire Sáenz**

Sáenz's YA novel, *Aristotle and Dante Discover the Secrets of the Universe* (S. & S., 2012), won the Pura Belpré Author Award, the Stonewall Book Award, and a Michael L. Printz Honor.



**What inspired you?**

I had to come to terms with my own sexuality at the age of 54. It took me a lot of therapy and time. I wanted

to write a book about a young boy who didn't know that he was gay. I wanted it to be set not in the present, because I think it's easier now for boys to admit they're gay. In the 1980s, it wasn't so easy. I [also] wanted to represent two very different Mexican American families—working class and professional. I wanted my audience to know that there is a wide variety of Mexican American experience in this country.

**Why include so many caring adults?**

Too much YA fiction is about teens who are in a world apart from adults and that's just not true for a lot of teens. Mexican American teens have good parents—it's just not true that you are ostracized if you are gay. It's true in a lot of Latino American families, but it's also *not* true in a lot of Latino American families.

**INSIDE**

- Edge Coalition Releases Benchmarks ....2
- Recorded Books Streams Film .....2
- Chicago Signs with BiblioCommons ...2
- Newbery, Caldecott Presented.....4
- Ormerod Dies at 66.....5



**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](http://lj.libraryjournal.com/awards/library-of-the-year-nomination-guidelines-2)

Postmark deadline: April 6, 2013

but SkyRiver Technology Solutions, a provider of library metadata, also owned by Kline, likewise received an investment on the same terms. Kline's interest in SkyRiver was included in the recent transaction, III spokesperson Gene Shimshock told *Hotline*, and Kline has stepped down from his involvement with SkyRiver as well.

Shimshock told *Hotline* that the news "has no impact" on the ongoing litigation between Innovative/SkyRiver and OCLC.

## Edge Coalition Releases Tech Benchmarks

The Edge Initiative released earlier this month the initial version of the benchmarks that it hopes libraries across the country will use to evaluate and measure their public access technology services. The Edge Benchmarks Version 1.0, an online assessment that allows libraries to access scores and tools, resulted after 130 beta testers provided feedback to the Edge coalition, which is comprised of 13 organizations (including the Public Library Association and Urban Libraries Council) and is funded by the Bill & Melinda Gates Foundation.

The benchmarks were whittled down from about 14 to 11 assessments that are considered useful but not too burdensome for librarians to employ. The group also discovered that things initially considered to be aspirational, such as the provision of databases, are actually just a baseline.

Marcia Johnson, director of the Miami Public Library, OK, found that benchmarks helped her to demonstrate how much libraries aid job hunters.

Further iterations of the benchmarks are scheduled to be released later this year.

## Recorded Books Rolls Out Indie Streaming Service

Recorded Books has announced worldwide availability of IndieFlix for Libraries, an online streaming service that will offer access to independent films, shorts, and documentaries to library cardholders on computers, Android and iOS tablets and mobile devices, Roku, and, later this year, PlayStation 3 and Xbox game consoles. Users can search for titles or apply a variety of filters, such as genre, intended audience, or film festival. As well, the service will soon feature customized channels capability, which will allow users to create their own public or private channels and let libraries curate and recommend films from the service's catalog, according to Scilla Andreen, CEO and cofounder of IndieFlix. Each title also includes a text summary, along with a listing of cast, crew, and awards.

Interested libraries would pay a flat annual fee using a tiered pricing model based on total materials circulation. Each time a film is viewed on the service, the film's creators will receive revenue from IndieFlix via a pool of annual fees paid by libraries.

## Chicago PL Signs with BiblioCommons

The Chicago Public Library joined the list of major U.S. libraries that have signed on with Toronto-based BiblioCommons as its discovery provider.

An investment from the Chicago Public Library Foundation made possible the three-year deal that was announced January 26. The arrangement will feature cross-marketing of collections, events, and services through the library's catalog and its redeveloped website.

In addition to the more integrated catalog experience, another goal, ac-

PUBLISHED WEEKLY BY  
*Library Journal & School Library Journal*

**VP, Group Publisher** Ian Singer

**Editor-in-Chief** Michael Kelley

**Editor** Meredith Schwartz

### Contributing Editors

Matthew Enis, Bette-Lee Fox,

Josh Hadro, Kathy Ishizuka,

Karyn Peterson, Rocco Staino

**Art Production** Josephine Marc-Anthony

**Creative Director** Mark Tuchman

### TO CONTACT HOTLINE:

#### Editorial

Phone: (646) 380-0700

Fax: (646) 380-0756/0757

E-mail: [LJHotline@mediasourceinc.com](mailto:LJHotline@mediasourceinc.com)

160 Varick Street, 11th floor

New York, NY 10013

#### Advertising

Roy Futterman or your LJ rep

Phone: (646) 380-0718

[rfutterman@mediasourceinc.com](mailto:rfutterman@mediasourceinc.com)

#### Classified

Howard Katz, Classified Manager

Phone: (646) 380-0730

#### Production

JoAnn Powell, Production Manager

Phone: (646) 380-0741

#### Subscriptions

Phone: 800-588-1030

[www.libraryhotline.com/sub](http://www.libraryhotline.com/sub)

#### Outside U.S.

Phone: 515-247-2984

LIBRARY HOTLINE (ISSN 0740-736X) (RPUSA 123397467) is published weekly (every Monday except on the two Mondays nearest to the year-end holidays) by Library Journals, LLC, 160 Varick Street, 11th floor, New York, NY 10013. Randy Asmo, Chief Executive Officer; Ian Singer, VP, Group Publisher. Library Hotline is a registered trademark of Library Journals, LLC. All rights reserved. Printed in the USA. SUBSCRIPTION: \$119.99 per year, Canada \$159.99, Other (incl Air) \$159.99, Single Copy (U.S.) \$5.95, and Single Copy (all other) \$10.00. POSTMASTER: Please send change of address to: Library Hotline, PO Box 5881, Harlan, IA 51593-1381 Telephone 800-588-1030. Outside U.S. 1-515-247-2984.

Printed in the U.S.A.

# An Affordable eBook Solution *is Here*

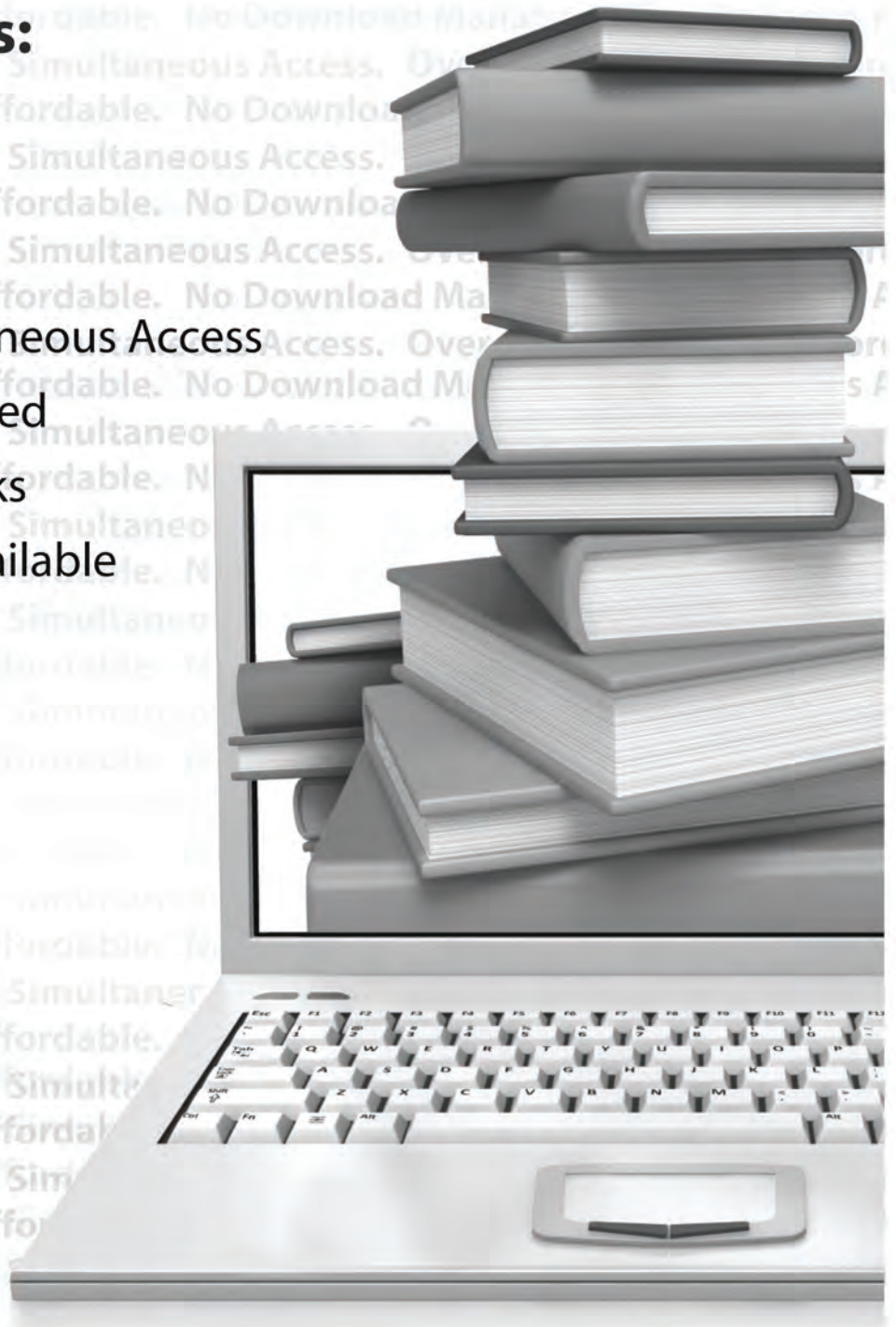
while keeping your virtual shelves stocked!

## Freeding Offers:

1. No Upfront Cost
2. Affordable
3. Easy to Use
4. Unlimited Simultaneous Access
5. No Software Needed
6. Over 20,000 eBooks
7. MARC Records Available



**FREADING**  
a new look at library lending



571.730.4300 | [www.libraryideas.com](http://www.libraryideas.com) | [info@libraryideas.com](mailto:info@libraryideas.com)

## Library Luminary Is a Doctor at Last

A mere 40 years late, a former American Library Association (ALA) executive director and university librarian finally defended his dissertation.

Robert Wedgeworth (pictured) left New Jersey's Rutgers University doctoral program in library science in 1972 to head up ALA, according to the university. As the saying goes, he was ABD—all but dissertation—having completed his coursework and passed his comprehensive exam.

Wedgeworth (b. 1937) said his advisor “told me I was throwing away a brilliant academic career,” but in practice, it doesn't seem to have hurt him. While at ALA, he was instrumental in founding Friends of Libraries U.S.A., now United for Libraries, and National Library Week.

After spending 13 years as executive director of ALA, he was hired by Columbia University as dean of its School of Library Service in 1985. He later served as university librarian and professor of library administration at the University of Illinois from 1992 to 1999, was president of the International Federation of Library Associations and Institutions (IFLA) from 1991 to 1997, and later led nonprofit Laubach Literacy International, which merged with Literacy Volunteers of America to create Proliteracy Worldwide.

Wedgeworth edited *World Encyclopedia of Library and Information Services* (ALA, 1993), as well as coauthored *Starvation of Young Black Minds: The Effects of the Book Boycotts in South Africa* (1989), a study of library development in South Africa, Botswana, and Zimbabwe. He won ALA's Lippincott and Melvil Dewey awards, the Humphry/OCLC/Forest Press Award for achievements in international librarianship, and the Trailblazer's Award from the Black Caucus of ALA.

Wedgeworth retired as president and CEO of Proliteracy in 2007, giving him time to turn his attention to that little piece of unfinished business. (Though he keeps his hand in by serving on the board of the Institute of Museum and Library Services, among other organizations.) He successfully defended his dissertation on December 14, 2012, and will receive his Ph.D. from Rutgers in May. “Those three years I spent at Rutgers (1969–72) were really important to me,” Wedgeworth said. “I learned things that served me well throughout my career, and I never had a chance, until I retired, to give credit to Rutgers.”

Although this is Wedgeworth's first dissertation, technically it's not his first doctorate: he's received several honorary degrees.

Prior to attending Rutgers, Wedgeworth was a cataloger and an early computer adopter. He worked at several Kansas City and St. Louis libraries, demonstrated the “library of the future” at the Seattle World's Fair in 1962, and served as assistant chief acquisitions librarian at Brown University, Providence, from 1966 to 1969, where he introduced automation.



According to the release, is to reduce the cost of technological infrastructure and the need for inhouse technical expertise, which will allow greater time to curate the library's collection and engage with the community.

“Our partnership with the Chicago Public Library Foundation will be the first of its kind to fully integrate all aspects of the patron's online library interactions,” said Beth Jefferson, a cofounder of BiblioCommons.

## Applegate, Klassen Win Newbery, Caldecott Medals

The audience erupted in cheers at the American Library Association Midwinter Meeting in Seattle, after “Animorphs” (Scholastic) author Katherine Applegate was named the winner of the Newbery Medal for *The One and Only Ivan* (HarperCollins), her fictional take on the true story of a silverback gorilla who once lived in glass enclosure in a shopping mall. Said Applegate, “I knew I wanted to do first-person Gorilla—but figuring out that voice was really tough.”

Jon Klassen was awarded the Caldecott Medal for *This Is Not My Hat* (Candlewick). Another Klassen project, Mac Barnett's picture book *Extra Yarn* (HarperCollins), was named a Caldecott Honor book. Said Klassen, “Librarians are very important! It's not a marketplace angle; librarians are looking for what's best for kids, so they have different criteria. The opinions that they give out are really thought through. They're very passionate.”

Nick Lake's *In Darkness* (Bloomsbury) was awarded the Michael L. Printz Award for excellence in YA literature. The Margaret A. Edwards Award, which celebrates its 25th anniversary this year, will be presented to Tamora Pierce for her significant and lasting contributions to YA literature via her “Song of the Lioness”

series. The award is sponsored by *School Library Journal*.

Other big winners of the day were *Bomb: The Race To Build—and Steal—the World’s Most Dangerous Weapon* (Roaring Brook) by Steve Sheinkin, which scored the YALSA nonfiction award, the Sibert Informational Book Medal, and a Newbery Honor; and *Aristotle and Dante Discover the Secrets of the Universe* (S. & S.) by Benjamin Alire Sáenz, which also was selected three times: for the Stonewall Award, the Belpré Author Award, and a Printz Honor [see Interview, p. 1].

## Jan Ormerod, Author/ Illustrator, Dies at 66

Jan Ormerod (pictured below), author and illustrator of many books for young children, died January 23 in England. She had been suffering from cancer, although the cause of her death “was probably a major stroke,” according to her daughter Laura. Ormerod was 66.

Ormerod began her kid-lit career more than 30 years ago after the birth of her first child; previously, she taught art and design. “My books have largely been a celebration and savoring of the positive experience of parenthood,” Ormerod once said about her work.

Her first book, *Sunshine* (Lothrop, Lee & Shepard, 1981), a wordless story that follows a little girl through her daily routine, won the 1982 Mother Goose Award, given to the “the most exciting newcomer to British children’s book illustration.” It was also named the Australian Picture Book of the Year and an American Library Association (ALA) Notable Book, and inspired a companion title, *Moonlight* (Lothrop, Lee & Shepard, 1982). Both books were reissued



**Cindy Brannock** was named Branch Librarian for the Dobson Community Library, NC. She’s been with the branch for 16 years.

The Muskingum University Library, New Concord, OH, appointed **Linda Hatfield** as Reference Instruction Librarian. She was previously the head of Adult Services and Young Adult Services for the Muskingum County Library System, OH.

**Robin Lovin** was appointed to the Cary and Ann Maguire Chair in Ethics and American History at the Library of Congress’s John W. Kluge Center, Washington, DC. He is currently an Ethics Professor at Southern Methodist University, Dallas.

Following **Joan Mitchell**’s retirement, German-born **Michael Panzer** was promoted from his previous role as Assistant Editor to Editor in Chief of the Dewey Decimal Classifi-

cation (DDC) system. He is the tenth Editor in Chief at the DDC, and the first from outside of the United States.

**Cindy Raunch** retired from her position as Administrative Librarian for the Homewood Public Library, AL, after 30 years of service.

**Maureen Sullivan** was appointed Interim Dean of Simmons Graduate School of Library and Information Science (GSLIS), Boston. She is currently the 2012–13 President of the American Library Association and has been a Professor of Practice at GSLIS in its doctoral program since 2006.

The Red Bank Public Library, NJ, named **Virginia Papandrea** as its permanent Director after she held the interim position. New officers were also elected to the library board: **John Grandits**, President; **Brigid McCarthy**, Treasurer; and **Patricia Moss**, Vice President.

## In Memoriam

On December 31, **Shirley A. McOsker** died at the age of 86. She was a retired school librarian from Wakefield High School, Arlington, VA.

**Thomas F. O’Connell**, former Boston College (BC) Head of University Libraries, died on January 3. He oversaw the construction and renovation of BC’s libraries.

Send People notices to [LJHotline@mediasourceinc.com](mailto:LJHotline@mediasourceinc.com)

in 2009 by Frances Lincoln Children’s Books. In *Ballet Sisters: The Duckling and the Swan* (Cartwheel, 2007), Ormerod used dancing as a pretext to explore the ups and downs of a sisterly relationship.

She also served as artist for other picture book authors, such as Robie Harris, for whom she illustrated *I Am Not Going to School Today* (2003) and *Goodbye Mousie* (2001, both S. & S.).

“The world of children has lost one of the greats,” Harris told *Hotline*. “I al-

ways did and still feel privileged that Jan illustrated my picture books. How ironic that the first was *Goodbye Mousie*, a story for young children about death? Her caring, loving, honest, and yet gentle art conveyed the range and the depth of feelings—from disbelief, to sadness, sorrow, to anger and finally some acceptance—that young children have about the loss of a beloved person or pet.”

Harris added, “Jan thought hard about the stories I wrote and talked with me about almost every idea she had so that our work together would hopefully strike a responsive chord in young children. The result was art that made the stories have meaning,

emotion, and depth for young children far beyond words. Thank you for all that and more, Jan.”

## Comics Plus Sets Date; OverDrive in Manga Talks

Comics Plus: Library Edition, from iVerse Media, will be available to school and public library patrons via tablet computers, desktops, and mobile devices beginning April 1. In recent months, more than 250 libraries have been beta testing the service, which offers about 10,000 comics and graphic novel titles, including *Adventure Time*, *Doonesbury*, *Bone*, *Mouse Guard*, *Sesame Street*, and *Robert Jordan's Wheel of Time*.

Sales, setup, and customer service

will be handled through library wholesaler Brodart Company, via a partnership also announced at the American Library Association Midwinter (ALA) Meeting 2013 in Seattle.

Reading with Pictures founder Josh Elder, who has partnered with iVerse on the venture, described it as a “zero cost, zero risk” platform for libraries, explaining that participating libraries would only be charged on a per checkout basis. Print graphic novels average 50¢ per circ, he told *Hotline*, and “we set up an apples to apples ratio with ten times the catalog” that the average public library would have, priced at 50¢ per circ. Elder said the pricing is partly based on the notion of micropayments for content, a model advocated by comics guru

Scott McCloud. The model emphasizes access over ownership and decreases three of the risks of building print collections, according to Elder: upfront cost, guessing at demand, and use of limited shelf space.

iVerse is also, in its own small way, attempting to lead publishers from measuring success only in terms of units. With this platform, Elder said he’s pushing publishers to understand that revenue can stream to them from libraries, regardless of the raw number of units sold. Raw whole-increment sales are misleading, Elder said, especially when it comes to trying something new. “It’s like when you start exercising a lot—just the numbers on the scale can be worse than no numbers at all.”

Meanwhile, Elder also noted that digital availability likely won’t completely eclipse print purchases. He said the usage numbers from such a platform could easily inform librarians’ decisions to curate a deeper, more specific collection in a few specific areas that have already proven popular.

Helping bring the platform to market is comics-in-libraries veteran John Shableski, formerly of Diamond Book Distributors, who noted, “It will now cost the same to get comics as it did in the 1950s.”

In other comics news, “OverDrive is working on distribution agreements with Kodansha, Shogakukan, and other Japanese manga publishers,” according to an ALA Midwinter report from GoodEReader.com. Company officials informed the site that OverDrive CEO Steve Potash met with several manga publishers during a recent trip to Japan and that some content could become available this year.

## Library Maker Spaces: Cheap, Hands-on Fun

The unconference on January 25 at the Midwinter Meeting of the

### News in Brief

Library technology firm **Innovative Interfaces’** new collection management solution, Decision Center, has been adopted by **Jefferson County Public Library**, CO; **Tulsa City-County Library**; and the **University of Nebraska**, Lincoln.

The **Alfred P. Sloan Foundation** awarded \$590,000 to the **University of Illinois Urbana-Champaign Library** and its partners, to fund further developments to the Data Management Planning Tool, which provides guidance and ready-to-use plans for researchers.

The **Springer Book Archives** launched at the American Library Association’s Midwinter Meeting. Springer Business + Science Media has already digitized 37,000 of the 100,000 books it plans to make available, dating back to the 1840s.

The **Paul G. Allen Family Foundation** will be awarding \$1.35 million worth of grants to local libraries in Washington and Oregon to improve technology and library services.

The federal **Institute of Museum and Library Services (IMLS)** has awarded a \$319,809

grant to the **Buffalo & Erie County Library System** to fund The Public Library as Digitized Commons—A Demonstration Project, which seeks to create an archive of the history of Buffalo and Western New York during the Depression.

Business publisher **Thomson Reuters** teamed up with crowdsourcing company **InnoCentive** to hold a contest for the scientific research community. Its Ideation Challenge asks participants to come up with new ways to use Thomson Reuters’s online research platform Web of Knowledge. The winner will receive \$10,000.

**EBSCO Publishing** has launched a new annual subscription called the **eBook Public Library Collection**, which holds over 25,000 reference titles for simultaneous use by an unlimited number of users.

The **Library of Congress** is accepting applications for its three new Literacy Awards, funded by **David M. Rubenstein** to the tune of \$250,000. Applications must be received no later than midnight on **April 15**.

Send News Briefs to [LJHotline@mediasourceinc.com](mailto:LJHotline@mediasourceinc.com)

# Help more people read with every book you weed.

Better World Books will turn your discards and donations into funding for you and literacy causes around the world. We've generated more for libraries and literacy than any other provider. Over \$13 million and counting!



**EASY**

**NO PRESCREENING REQUIRED**



**COMMISSION EARNED ON BOOKS SOLD**



**FREE SHIPPING / SUPPLIES**



**BOOK DONATIONS SUPPORT**



**PERSONALIZED REPORTING**



**INGRAM CREDIT AVAILABLE**

Find out why more libraries choose us over any other provider.

[library@betterworldbooks.com](mailto:library@betterworldbooks.com)

888-510-7103 x1706

[www.BetterWorldBooks.com/Libraries](http://www.BetterWorldBooks.com/Libraries)

**\$13 Million Raised. 7 Million Books Donated. 3,000 Libraries Served.**

  
**BetterWorldBooks®**  
BETTER FOR THE WORLD. BETTER FOR YOU.

American Library Association revealed clear consensus on one topic: maker spaces. They're red hot.

"It's the one thing we can all agree on," an unconference attendee told *Hotline*. Indeed, the concept of hands-on programming in libraries—school,

academic, or public—appeals to the broad spectrum of information professionals, from techy geeks at one end to traditional handcrafters at the other. After all, "we've been doing this in children's programming for years," she said.

Put to a vote among unconference participants, "Creative Spaces" won as the topic of choice (beating by a wide margin digital relevancy, advocacy, and budgeting).

Attendees shared ideas, with an emphasis on low-cost, practical ways to implement "Maker" activities in the library. Much of the conversation urged partnering with other organizations, including:

Reddit subcommunities. Local groups have formed around social news site Reddit. Consider hosting an event at your library. Or how about Ikea Hackers?

Your local college or university. Don't have native expertise among your library staff? Consider reaching out to a technical college or student organization to help lead programming.

Area crafters. The Greenpoint Branch of the Brooklyn Public Library enlisted the local Etsy community "of artists, creators, collectors, thinkers, and doers" to help launch projects, from making zines to bicycle tire art.

Hacker spaces. From robotics and electronics to wood and metal working, these groups are springing up worldwide.

Then there are Maker kits. *MAKE* magazine is starting with a beta group of libraries, retrofitting its commercially available *MAKE* kits for checkout by patrons, from grade school kids to adults. The kits include "Getting Started with Arduino," "Squishy Circuits," and "Spinbots."

For teens, there's Maker Camp, a six-week online summer experience with how-to instruction for completing 30 projects in 30 days. This year, Maker Camp runs from July 8 to August 16. To register and see the projects from the 2012 camp, visit the page "Maker Camp on Google +."

For information about *MAKE*'s library initiative, email [library@makermedia.com](mailto:library@makermedia.com).

## Branching Out



Clayton County Library System, GA, opened the revived **Forest Park Branch** (pictured) on December 17. The 8,100 square foot 1967 library has been replaced by a 16,000 square foot facility that now houses a dedicated teen zone featuring a PlayStation3 game system, a homework room, and 12 computers; 36 public access computers; and an 18-seat computer training room. The raised computer floor throughout the building will allow for flexibility for future technology needs. The \$5.1 million project, designed by Craig Gauden Davis of Greenville, SC, and Gerding Collaborative Architects of Atlanta, was funded through a \$2 million Georgia Public Library Capital Outlay Grant and \$3.1 million from a 2009 Special Purpose Local Option Sales Tax (SPLOST). The small site incorporated an underground stormwater retention system and permeable paving for sustainability. To keep interested

parties up-to-date on the progress of the remodel, the library instituted a weekly blog at [forestparklibrary.wordpress.com](http://forestparklibrary.wordpress.com).

The new **Lincoln Acres Branch** of San Diego County Library (SDCL) opened on January 26. Founded in 1947 and measuring 854 square feet, this smallest of the SDCL facilities has exploded to a grand 2,750 square feet encompassing individual teen and children's areas, new lounge seating, a study room, and self-checkout stations, along with expanded parking. The library is part of a larger project incorporating a community room, a park, and a playground. Constructed under a bid/build model whereby the designer is a member of the contractor's project team, the library was built by Safdie Rabines Architects and RSM2 Contractors, Inc., and is targeting Leadership in Energy & Environmental Design (LEED) Silver certification.

Send information on groundbreakings and ongoing and completed building projects to [blfox@mediasourceinc.com](mailto:blfox@mediasourceinc.com)

# CLASSIFIED ADVERTISING

**Rates:** Display ads - \$320 per column inch. Line ads - \$32 per line. Special print/online combination rates with *Library Journal* and *School Library Journal* are available. **Deadline:** 3:00 p.m. (east coast time), Tuesdays for insertion in following week's issue. Box replies should be sent to: Howard Katz, *Library Hotline*, 160 Varick St., 11th floor, New York, NY 10013. **To place a classified ad or for more information, contact Howard Katz (646) 380-0730 or email to [hkatz@mediasourceinc.com](mailto:hkatz@mediasourceinc.com)**


## CAREER OPPORTUNITIES



LJXpress is a fast track to the latest news, reviews, articles, columns, tech talk, and LibraryJournal.com web-exclusive interviews, reviews, blogs, collection development lists, and more for public and academic librarians.

**GET IT FIRST, GET IT FAST,  
GET LJXPRESS!**

Signing up is easy at  
[www.LibraryJournal.com/xpress](http://www.LibraryJournal.com/xpress)



### NEW JERSEY STATE LIBRARY Project Specialist, Urban Libraries & Adult Services

The New Jersey State Library, an affiliate of Thomas Edison State College, seeks a Project Specialist for Urban Libraries and Adult Services to function as the project specialist for the State Library's services to the urban library community and "Boomer" and senior populations. For more information on this position and for application instructions, please visit <http://careers.tesc.edu>. All interested applicants must apply online. AA/EOE

[www.libraryjournal.com](http://www.libraryjournal.com)



# JOBzone

With new and improved search capabilities and listings for library and school library professionals, it is *the* resource you need to find the right job for you.

**GET STARTED TODAY!**  
[www.libraryjournal.com/jobzone](http://www.libraryjournal.com/jobzone)

Brought to you by  
**LIBRARY JOURNAL** School Library Journal<sup>®</sup>

**Tired of wading through  
job postings?**



## The Results Are In and They Aren't Good

This month *Library Journal* will be publishing the results of their latest survey on public library marketing. With the intent to gain information about how public libraries market themselves and the effectiveness of library

marketing initiatives, the results clearly indicate a disconnect; a canyon between what *should* be happening and what *is* happening within the marketing schemas of public libraries. In an era when the value and budgets of libraries are under scrutiny, it is essential that libraries communicate their value to both users and non-users. A failed marketing practice is failed communication.

The majority of the 471 individuals who responded were public library directors and managers. When asked about the marketing and communications channels their library used to sustain a presence in their communities, the usual contenders ranked the highest — library website, printed materials, the local newspaper, and social media. However, when asked to relay how effective these channels were felt to be, the percentages dropped astonishingly low. In one extreme example, 86% of libraries utilize social media as a marketing tool, but only 4% reported it as the most effective tool.

The canyon widens as we dig deeper into the rest of the data. Only 19% of respondents reported having a marketing plan within their library, with 52% reporting that they need one. With over half of participants recording their need for a cohesive marketing plan, it's no wonder that only 32% of libraries rate their marketing as effective. When viewed in conjunction with 77% of respondents completely agreeing that library marketing increases overall community awareness of the library, one simple fact emerges: we need to build a bridge across this widening canyon.

As we delve deeper into the results of the survey, interesting insights are unearthed but further questions are raised. In the coming months, I'll be addressing these questions, digesting the raw data of the survey, and uncovering solutions relevant to the challenges facing libraries and librarians in the modern era.

—Nancy

*Nancy Dowd is product lead for LibraryAware, a new marketing service from NoveList, a division of EBSCO Publishing, and co-author of the book, Bite-Sized Marketing, Realistic Solutions for Overworked Librarians. Find more information about LibraryAware at [www.libraryaware.com](http://www.libraryaware.com).*



# FREE WEBINAR

## Building a LibraryAware Community: The Value Proposition

Join Nancy Dowd, co-author of *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians*, to explore the ways your library can communicate your value proposition.

**Where: your computer**

**When: Tuesday, March 19 @ 2 pm ET**

**Register now @ <http://www.ebscohost.com/novelist/news-article/webinar-the-value-proposition>**

Participants will learn how to:

- ◆ Turn the “so what” attitude into “wow!”
- ◆ Connect the dots between what your community values and your services.
- ◆ Tell a story that will turn your community into champions of the library.
- ◆ Develop a simple communication network to reach users, potential users, and stakeholders.