

Penguin Lifts Library Ebook Purchase Embargo

On Tuesday, April 2, Penguin Group changed the terms of its library ebook lending program and began allowing libraries to purchase and lend ebook titles the day that hardcover editions are released, according to the Associated Press. Previously, Penguin had placed a six-month embargo on new ebooks, requiring libraries to wait half a year before purchase.

“I am pleased to learn that Penguin’s pilot is confirming what research suggests and librarians believe: there is more to be gained than lost when publishers work with libraries,” American Library Association president Maureen Sullivan said in a statement to the AP. “We are encouraged by Penguin’s willingness to experiment, make adjustments, and move forward with libraries and our millions of readers.”

After terminating its contract with OverDrive in February 2012, Penguin launched a pilot project with the New York Public Library, Brooklyn Public Library, and 3M’s new Cloud Library ebook platform on October 1. By November 13, Penguin had expanded the program, allowing all of 3M’s Cloud Library customers to purchase Penguin

ebook titles. A few days later, the publisher announced that its ebook content would also be available on Baker & Taylor’s Axis 360 platform.

With the purchase embargo lifted, Penguin’s other lending terms remain intact. Libraries can purchase titles at prices comparable to retail and circulate each purchased copy to one patron at a time for one year. After one year, the titles will expire, regardless of checkout frequency. Penguin’s director of online sales and marketing Tim McCall confirmed to the AP that prices would not be raised as a result of the elimination of the embargo period.

JLA Board Resigns Over Licensing Terms

Editor-in-chief Damon Jaggars and the whole editorial board of the *Journal of Library Administration* resigned en masse on March 22 over the journal’s licensing terms.

On the following day, the board sent an email to prospective contributors explaining their decision, explaining that “a large and growing number” of authors have pushed back on the terms, including several who refused to publish, and have repeatedly requested a Creative Commons license instead. Brian Mathews, a prospective guest editor who received the email, quoted it as saying, “After much discussion, the only alternative presented by Taylor & Francis tied a less restrictive license to a \$2,995 per article fee to be paid by the author. As you know, this is not a viable licensing option for authors from the LIS community, who are generally not conducting research under large grants.”

Interview

Martin Wolske

Martin Wolske, *Library Journal* Teaching Award Winner, 2011, is research scientist and adjunct lecturer at the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign. This interview is part of a series sponsored by ProQuest.



What is the biggest challenge facing your students?

Defining what it means to be an information professional in today’s knowledge society, to develop skills that support that role, and to set up and support lifelong learning as we unlearn today’s meaning and relearn tomorrow’s meaning.

What are the most important current issues in library education?

We need to recruit a more diverse student body and adapt curricula to reflect the more diverse populations served by libraries, acknowledge and challenge the white privilege that has been at the core of librarianship and is a barrier to fully realizing the library’s potential. We need to help our students develop new models and skills to engage across difference and seek out innovative approaches that challenge not only how we do things but also how we define and measure success.

Jaggars posted to Twitter that Taylor & Francis “worked with us in good faith. They can’t yet see past their current model to address the evolving expectations of LIS authors.”

In a statement issued on March 26, Tracy Roberts, the editorial di-

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www.spl.org

Questions? LJThinkTank@mediasourceinc.com

rector of journals at Taylor & Francis, told the *Chronicle of Higher Education*, "Our License grants significant reuse rights to authors (pre-prints, non-embargoed post-prints, sharing, classroom use, presentation at conferences, republication in existing or new form), whilst we ask only for a sole license over the published version of record."

**Philadelphia Free Library
Debuts Virtual Collection**

The Free Library of Philadelphia (FLP) launched what it calls the first virtual library at a U.S. train station on April 2. Throughout National Library Month (April), commuters will be able to download books, music, and podcasts by scanning QR codes placed on 76 advertising boards on the city's suburban station platforms.

The virtual library will offer 15 classics, 13 best sellers or "current" titles, and 22 author podcasts, Alix Gerz, Director of Communications and Brand Marketing for the Free Library of Philadelphia Foundation, told *Hotline*. The podcasts and classics are open access, but the best sellers, available through OverDrive, require a library card. (The access policy for this campaign is the same as it is for accessing the library's full digital offerings via the website, which include more than 80,000 e-books, 8,000 audiobooks, and 1,000 author podcasts.)

FLP staff members had "already begun checking the holds on the featured titles so that they [were] ready for [the] launch," Gerz said, "with plans to obtain additional copies as needed, in keeping with its usual holds ratio (of five holds per copy). [They] have allocated funds specifically to support this promotion and its expected increase in usage." Books will expire as they typically do through the library's e-lending services. Podcasts are streaming and can be "listened to as much as the user wants," said Gerz.

Siobhan A. Reardon, president and director of FLP, and Kim Scott Heinle, Southeastern Pennsylvania Transportation Authority (SEPTA) assistant general manager for customer service, kicked off the promotion at an event on April 2 at 11 a.m., while FLP's digital resource special-

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ists were on hand to help travelers learn to access the content.

The program is sponsored by SEPTA, Titan, and Dunkin' Donuts; the virtual library will also include a QR code for commuters to download the Dunkin' Donuts app.

So far, the library has no plans to expand the Virtual Library beyond the station or for longer than National Library Month, but that doesn't mean it's out of the question. Said Gerz, "We're just excited to see how this first effort of its kind is received and determine from there our next steps."

Freading Enhances Discoverability, Platform

On April 12, Library Ideas will launch Freading 2.0, an upgrade to its existing pay per circ ebook platform. This will include several new features, such as MARC records supplied by OCLC for all of the 30,000 titles now offered by the service, along with an updated website with enhanced search functions and new navigation tools that will help users find books grouped by category. This summer, Freading will also begin offering foreign-language ebooks, beginning with 2,000 titles in Spanish.

The upgrade incorporates input and critiques received from both libraries and end users since the platform's official launch in January 2012, according to Brian Downing, cofounder of Library Ideas, the firm behind Freading. Notably, since Freading provides access to all of its available titles to all libraries that use the service, discovery has been an especially important consideration.

The Freading 2.0 launch is about connecting patrons with titles available on the platform as fast as possible, Downing said. "The redesign of the homepage improves searching and browsing and [includes] editorial content on the front page. Things

Stephen King To Help Fund Library Roof Replacement



The Bangor Public Library, ME, announced last week that writer Stephen King (pictured, l.) and his wife and fellow author Tabitha King will donate \$3 million toward the library's \$9 million renovation, redesign, and capital campaign, as long as the library can find other funds to reach the rest of its goal.

The building, which dates back to 1912, is in need of repairs and modernization, said Library Director Barbara McDade. The original copper roof has been leaking for about a year—endangering the 525,000-volume collection—and the library has been told by a roofing consultant that the metal must be replaced because it cannot be repaired.

"We have tarps all over the place," McDade told *Hotline*. "This winter we had a thaw and water splashed into the buckets under the tarp and ruined a shelf of books—it got wet, but we did catch it in time."

The Bangor library's new copper roof is estimated to cost \$3 million, with a life expectancy of between 85 and 100 years, McDade said.

In addition to the roof, McDade and library campaign manager Kate Villa said the building's interior needs to be redesigned to serve the local community better. Renovation ideas include a new business center, more meeting rooms, and updated technology. The proposed redesign would cost about \$3 million, Villa said, and the remaining \$3 million would go to the endowment and contingency funds to continue operation and purchase new materials and technology. The endowment covers about 39 percent of the operating budget, while the city covers the rest, Villa said.

Bangor city officials have discussed putting a \$3 million library bond on the ballot in June, McDade said. A first reading for the roof repair bond proposal was held on Tuesday, according to the municipal meeting agenda.

Library officials hope to raise the rest of the funds through donations. The library is also seeking public comments for redesign ideas via an online survey and focus group meetings.

The library plans to take the ideas and other information to an architect and create a draft redesign proposal. The hope is to present the plans at a public meeting in May and solicit "more feedback to make sure we get it right and the community supports the vision," Villa said.

This isn't the first time the Kings have offered to help their hometown library. They contributed \$2.5 million in the late 1990s to the library's \$8.5 million building addition and renovation project. The Kings donated funds to replace the worn-out marble front steps, McDade said, and Tabitha King volunteered for many years as a library board member and continues to serve on the building committee.

The Stephen and Tabitha King Foundation primarily donates to Maine causes and has provided support to nearly every library in the state, foundation administrator Stephanie Leonard told *Hotline*.



Bangor Public Library's leaking roof.

like best biographies, best histories, best kids books.... It's creating those portals for the user with a distinct content preference."

More than 850 publishers are now providing content, including Open Road Integrated Media, Workman Publishing, Sourcebooks, Sterling Publishing, and Kensington Publishing.

The largest publishing houses thus far have been a different story. Referring to the Big Six, Downing noted that "the bigger the company is, the more cautious the approach." Freading is still in talks with two of the Big Six companies, communication has been spotty with two others, and the remaining two have said no. Downing remains positive that deals can be reached with at least some of these houses.

"They say, on average, that it takes two years to get a major media deal, and that's been our experience with our major media deals," he said.

Downing also noted that the platform update features topical categories like seasonal and holiday ebooks, or ebooks related to current events, such as content about the papacy during the recent papal election.

"Right now it's tax time, and we have a bunch of books on doing your taxes," he explained. "So, now a library doesn't have to buy [those types of ebook titles] just to use in that one-month window."

The new system was developed through aggregated usage data to determine Freading's most popular content, as well as research conducted with library customers and book reviews sites. Input from pub-

lishers during their marketing campaigns for specific titles will also be considered.

Credo Integrates Text to Speech into Literati

Credo Reference is integrating text-to-speech technology from ReadSpeaker into its Literati full-text reference line of offerings. The text-to-speech functionality is already available for Literati Public and will soon be added to Literati Academic, Literati School, and Literati Student Athlete. The latter two products were introduced earlier this year.

"Text to speech removes barriers for auditory learners, learners who are visually impaired, and those who are learning English as a second language," Carol Helton, Credo's executive vice president of marketing and customer solutions, said in an announcement. "ReadSpeaker pioneered online text to speech in 1999, so we are very excited to leverage their experience, expertise, and technologies to make Literati an even stronger solution for libraries and the diverse user base that they serve."

eva efron, Librarian and Advocate, Dies at 66

Long Island, NY, school librarian and tireless school library advocate eva efron died March 20 at the Tuttle Center in Port Washington, NY, following a brief battle with pancreatic cancer. She was 66. At the time of her death, efron—who spelled her name in lowercase—was a candidate for supervisor section representative to the American Association of School Librarians (AASL) Executive Board and was serving as chair of the AASL supervisors section. She was also in her tenth year as school library services supervisor at the Nassau Board of Cooperative Educational Services (BOCES) in Westbury, NY.

News in Brief

Independent publisher **Melville House** has opened a new British publishing arm called **Melville House UK**. Headquartered in London, it will first publish U.S. titles before beginning its own line.

Pierce County Library, Tacoma, announced a contest to design its new library cards. Two winners will be chosen from among student submissions in grade categories K–6 and seven to 12.

The **State Library of Ohio** Board, Columbus, awarded Institute of Museum and Library Services Library Services and Technology Act Minigrants totaling \$114,472 to seven libraries: **Adams County Public Library**, **Andover Public Library**, **Grand Valley Public Library**, **Miami University Middletown**, **Ohio Historical Society**, **Ohioana Library Association**, and **Portage County District Library**. The money will fund projects ranging from extending services to underserved areas and joining consortia to de-

veloping apps and technology lending hubs and digitizing special collection items.

Cornell University, Ithaca, NY, opened its first major exhibition on hip-hop culture, entitled "Now Scream!," on April 5.

The **Aloha Community Library Association**, OR, selected the **EnvisionWare Suite** for its computer and print management operations.

McDaniel College, Westminster, MD, received a Laura Bush 21st Century Librarian Program Grant from the Institute of Museum and Library Services. The money was used to fund scholarships for 12 Library Science Master's Degree students teaching in underserved areas of Maryland.

Central Piedmont Community College, Charlotte, NC, has selected **Sierra Services Platform** as its integrated library system and **Encore Synergy** as its discovery tool. Both services are from **Innovative Interfaces**.

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There, she headed its school library system, which coordinates library activities among the county's 56 school districts and private schools.

Sara Kelly Johns, AASL past president, said of efron, "Her energy on behalf of school libraries was nonstop and unrelenting. Eva gave to 'her' librarians the tools they needed to be leaders in the school library profession." Johns also recalled that efron never said "no" to a challenge if it meant learning more and sharing more with others, she told *Library Hotline*.

Prior to Nassau BOCES, efron served as an assistant to the school library system director at Eastern Suffolk BOCES and was a high school librarian at Brentwood High School. From 1996 to 1998, she served as president of the New York Library Association's section of school librarians and was a trustee of the Long Island Library Resources Council from 2004 to 2009.

Chris Harris of the Genesee Valley BOCES School Library System knew efron as a friend and colleague. "She was a mentor to whom I could turn for honest feedback, professional advice, and lively arguments about critical issues in school libraries," he told *Hotline*. "She often said our discussions could clear a room of those who didn't understand the respect behind our arguments."

Many of efron's colleagues last spent time with her at the American Library Association's (ALA) Midwinter Meeting in Seattle in January. Efron was a constant presence at ALA events and a devotee of *School Library Journal's* (SLJ) annual library summit, having attended since its inception in 2005.

"Eva introduced me to ALA and the SLJ Summit with pride and a sense of community," Judi Dzikowski, iSchool field site supervisor at Syracuse University, NY, said in a statement read at efron's memorial, which was held March 24 in Dix Hills, NY. "She mentored me as we navigated

Eileen G. Abels was named the new Dean of the Graduate School of Library and Information Science at Simmons College, Boston, effective July 1. She is currently the Associate Dean for Academic Affairs and Professor at the iSchool, College of Information Science and Technology at Drexel University, Philadelphia, as well as President of the Association for Library and Information Science Education, an affiliate of the American Library Association.

Ellysa Stern Cahoy received the 2013 Association of College and Research Libraries/ Instruction Section Miriam Dudley Instruction Librarian Award. She is currently an Education and Behavioral Sciences Librarian at Penn State University, University Park, and Assistant Director of the Pennsylvania Center for the Book.

Kenneth Goldberg has retired as the Librarian for the Northeast Ohio Areawide Coordinating Agency, Cleveland. He had been in the library field for 30 years.

Kathy Laumb announced her retirement as the Librarian at Valley City Jr./Sr. High School, ND, effective at the end of the school

year. She will have worked at the school for 26 years.

Loretta McKinney has returned to the Escondido Public Library (EPL), CA, in a combined position as Head Librarian and Director of Community Services. She previously was EPL's Deputy City Librarian and most recently Director of Library Services for the Murrieta Public Library, CA.

Unlimited Priorities hired **Delores Meglio** to market publishing e-services for its clients. She had previously been Vice President of Publisher Relations at Knovel.

Judy Poppen retired as Director of Children's Programming for the Ella Johnson Memorial Public Library, Hampshire, IL. She had been with the library for 14 years.

Some 20 members were selected to be on the Library of Congress (LC) Literacy Awards Advisory Board, including **Susan Hildreth**, Director of the Institute of Museum and Library Services. Former First Lady **Laura Bush**, founder of the Texas Book Festival and cofounder of the LC National Book Festival, will be Honorary Chair.

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the events, the exhibits, the committees, workshops, and all that goes on with energy and always having fun."

A native of Western New York, efron attended Amherst High School. She received her BA degree from New York State University at Stony Brook and her Master's of Library Science from Saint John's University. She is survived by her daughter, Dawn Landry; her grandson, Marty Landry; her stepchildren, David and Nancy Efron; and her father, Hugo Kahn.

NYPL Panel Explores Alternate Paths to Library

New York Public Library (NYPL) youth materials specialist and *School*

Library Journal blogger Betsy Bird recently moderated a panel "The Alternative Children's Library," on which several children's librarians discussed their own nontraditional paths to the profession.

Allie Bruce, librarian at the Bank Street School for Children, an independent K-8 school affiliated with the Bank Street College of Education, works with very young patrons as well as those with advanced degrees. In addition to providing teachers with materials for lesson plans and helping students look for books, Bruce also often guides students at the college looking for professional reading related to their classes. "In some ways, I do see myself as an aca-

demic librarian,” Bruce told *Hotline*, “because I assist grown-ups with research questions and need to have a thorough grounding in the history of children’s literature, in addition to teaching kids every day.”

While Jennifer K. Hanley-Leonard,

of the New York Society Library, a private, members-only library located on the Manhattan’s Upper East Side, primarily works with children and their parents, some of her patrons are writers who come to the library in order to get a feel for emerging trends in

the industry, to look at current illustration styles, and to research potential publishing houses to pitch.

Ayanna Coleman, events and library coordinator at the Children’s Book Council (CBC), has yet to see a juvenile patron in her library. Because the CBC is a nonprofit association whose primary goal is to let publishers work together on common issues, the bulk of its visitors are adults in the publishing field rather than children seeking pleasure reading. Coleman describes her role as more of a curator than as a children’s librarian: in addition to event planning, she is charged with maintaining a collection of books published over the past year by CBC members, as well as an ongoing collection of award winners. She often meets with editors and designers who browse materials to stay abreast of what other houses are publishing and fields questions about weeding and maintaining the collection from visitors enrolled in children’s literature classes.

Leah High, children’s librarian at the Nolen and Watson Libraries of the Metropolitan Museum of Art, said her flexibility positively impacted her career trajectory. While she was unable to find a job after receiving a fine arts degree, working in a public library after college inspired her to attend library school. Her experiences as a high school librarian and later as an after-school-program coordinator, combined with her art background, eventually made her an ideal fit for her current position.

Similarly, Coleman’s original intent was to work in children’s publishing. However, finding it difficult to break into the field, she chose to obtain an MLS in order to “learn about one of publishers’ biggest clients.” Although attending library school without the goal of working as a school or public librarian was unusual, Coleman saw it as an opportunity to give herself an edge in a competitive industry.

Branching Out



from Baltimore County and \$15 million from the State of Maryland.

A bit of good news for residents of Mustang, OK, with the March 20 kickoff to renovations at the **Mustang Public Library** at Town Center. The 13,255 square foot facility will gain 7,200 square feet during the project, which will encompass an enclosed children’s space and a meeting room, per the *Mustang Times*. The work follows the approval

of a \$2 million bond measure in spring 2012. Mustang interim city manager Justin Battles was quoted at the ceremony as saying, “We are looking forward to getting the project going.” The work is expected to be completed in the fall.

Things have not been running smoothly for the Rockingham Free Public Library, Bellows Falls, VT, renovation (see *Hotline* 4/2/12). Several subcontractors had filed suit against the town and Baybutt Construction Co. over unpaid bills, per the *Brattleboro Reformer*. Subcontractors were owed \$750,000 from Baybutt, which did not obtain a construction performance and payment bond to cover such costs. With a scaling back of the project to save some money, the town of Rockingham reached a tentative agreement at the end of March with several subcontractors to get the project back on track. Baybutt’s contract was terminated earlier this year; the company’s owner, Frederick L. Baybutt, declared personal bankruptcy, according to the *Reformer*. A new construction management firm will need to be hired; the project architect is Eric Palson of Sheerr McCrystal Palson Architecture.

March 28 marked the opening of the **County Campus**, the initial project in the Metro Center at Owings Mills, the first transit-oriented development in Baltimore County. Created by Owings Mills Transit, LLC, the six-story, 120,000 square foot building includes the new Owings Mills Branch (pictured) of Baltimore County Public Library (BCPL), at 50,000 square feet, to be joined in July by the 70,000 square foot Community College of Baltimore County (CCBC) Owings Mills Center. When completed, the 42-acre Metro Centre will feature 1.2 million square feet of office space, 300,000 square feet of retail and restaurant space, 1,700 residential units, and a 250-room hotel, in addition to the County Campus structure. The Owings Mills library is now the largest branch in the BCPL system, with a 142,000-item collection, 70 public access computers, four study rooms, six self-service checkout stations, a dedicated children’s section with early learning center, a café with seating for 17, a large meeting room (shared with CCBC), 80 lounge chairs, and 20 lounge tables. The County Campus cost \$28.9 million, with \$13 million

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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), said she and other administrators 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 \$160 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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LSTA is a major source of revenue for IMLS, the agency responsible for distributing the majority of federal IMLS had requested \$193.2 million for LSTA. The House passed the final budget 296-121 on December 16, and the Senate passed it on December 17, with a 67-32 vote.

GPO and the Superintendent of Documents both avoided the substantial cuts that an earlier House version of the budget had envisioned and that engendered some concern this past summer about the impact on the Federal Depository Library Program (FDLP) and the Federal Digital System (FDsys).

BOARMAN'S NOMINATION KILLED

GPO was appropriated at \$128.2 million, down from \$135.1 million, and the Superintendent of Documents will be funded this year at \$35 million, down from \$39.8 million. "It's more money than the House was initially proposing, but we can't say how GPO is going to spend the dollars," said Jessica McGilvry, an assistant director for government relations at the American Library Association's Washington office. "They have greater concerns at the moment about the upheaval there, and we are not sure what direction that will take and how that will affect FDLP and FDsys," she said.

McGilvry was referring to William Boardman, the public printer, who will soon be out of a job. Boardman was first nominated for the GPO's top job in April 2010, and he received a recess appointment from President Obama in 2011. But unspecified ob-

Caldecott Winner Simms Taback Dies

Simms Taback, author, graphic artist, illustrator, and winner of the Caldecott Medal for *Joseph Had a Little Overcoat* (Wings, 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 *Who Scaaaamed a Fly* (Wings, 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 Parahbrarian of the Year!

Library Journal is looking for a top librarian to honor with its 13th annual Parahbrarians of the Year award, sponsored by EBSCO, to be published in the March 1, 2012, issue. Deadline: January 18, 2012. For guidelines, go to www.lj.com. Email submissions to parahbrarian@libjournal.com.

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