

## Planned Brooklyn Branch Sales Provoke Concern

Brooklyn Public Library (BPL) is planning to sell two aging libraries that are occupying valuable land and work with real estate developers to include library facilities in residential towers. To BPL officials, it's a no-brainer: not only would the sales eliminate major maintenance bills, the proceeds could be used to outfit airy, modern libraries in those new towers, one at the same site, the other a few blocks away.

(BPL has suffered consistent underfunding of capital needs, with its 59 locations facing a \$230 million backlog of deferred maintenance, barely dented by the \$15 million annual allotment of capital funding.)

In recent weeks, however, BPL has encountered much criticism, both measured and angry, including public protests at both branches facing demolition, as activists—amplified by some elected officials—decry a failure to look at the broader picture and express suspicion about the process.

On April 18, Brooklyn activists joined with some fighting the New York Public Library's (NYPL) controversial Central Library plan in a rally at city hall, featuring City Comptrol-

ler John Liu, who hinted at a potential library audit by his office.

### THE BRANCHES

The 109-year-old Pacific Library, however outmoded inside, was Brooklyn's first Carnegie library. Since 2004, it has been proposed as a city landmark, which would protect it against demolition. (The first and third city Carnegies have also gained that status.) It serves a growing population and is near three schools, while its successor, though planned two blocks away, would require crossing one of the borough's most perilous intersections.

Meanwhile, the Brooklyn Heights Library, which opened in 1962 on the edge of downtown Brooklyn, is not a candidate for preservation but does boast handsome art deco carvings in its facade. Still, activists and even some politicians wonder if the repair costs have been trumped up to further the sale process.

### THE PROCESS

BPL promises to do things right and has announced its intention to allow public input, if limited oversight. Still, civic suspicion fueled a petition drive from the recently formed Citizens Defending Libraries (CDL). More than 9,000 people have asked for real estate deals to end "until the libraries have been properly funded and until the needs of the public's library system are the first priority."

So a new 15,000 square foot "Pacific" branch, with more usable space, could be built in the base of "a multi-use cultural and housing complex" scheduled to open in 2017, according to the library. A decade ago, BPL

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[www.spl.org](http://www.spl.org)

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had grander plans for that site; it was supposed to become a wedge-shaped visual and performing arts library designed by Enrique Norten. That proved too expensive.

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## Scales on Censorship

Pat Scales, chair of the American Library Association's (ALA) Intellectual Freedom Committee, answers librarians' questions.

**A parent of a middle schooler says her son can't complete a social studies assignment because our district's computers have such strict Internet filters. What should I do?**

Check your district's Internet Use Policy and make sure there's a provision to unblock sites that students may need. Perhaps you could meet with other teachers and see which sites kids will need to complete their upcoming assignments. Then ask the IT person to unblock them in advance.

**The Common Core standards require kids to "Use technology, including the Internet, to produce and publish writing as well as to interact and collaborate with others." But our school's computers prohibit the use of email and social media.**

Schedule a meeting with those who have the power to change the policy.... Perhaps the IT department can come up with a solution. Also, check your state's privacy policy. Perhaps student writing should be posted with a student's first name or unique screen name. Consider asking your district to subscribe to SchoolTube, where students can share their work.

**Our principal asked me to remove "The Popularity Papers" series from our collection after a parent complained. When I asked if he wanted the series removed because of the gay parents, our principal replied, "Yes, we can't support that." What should I do?**

Does your district have a Materials Reconsideration Policy that deals with specific challenges? If it does, review the policy with your principal and the parent. Point to the case in Davis County, UT, where the school district removed Patricia Polacco's *In Our Mothers' House* (Philomel, 2009) from its shelves. Parents who wanted their kids to have access to the book sued the district. If you don't have a policy, now is the time to develop one.

The sale of the Pacific library—not an estimate of value has surfaced—not only would remove an \$11 million capital deficit but also pay for new collections, technology, furniture, and fittings in the new branch.

At a hearing last month of the New York City Planning Commission, Josh Nachowitz, BPL's VP for government and community relations, described the new branch as "a sort of modern, inspiring, and optimistic library facility that [users] deserve."

Nachowitz—who joined the library last year from the New York City Economic Development Corporation, which among other things leverages city properties in real estate sales—offered an olive branch, albeit limited to the deal at hand. Pacific "doesn't have to be sold purely as a development site," he suggested. "If there are options to sell the building, either as a landmark facility or with some sort of a deed restriction that would generate enough revenue for BPL to pay for the fit-out at [the alternative site], we would be happy to have that discussion."

The stand-alone Brooklyn Heights library, which has some 27,000 usable square feet in a building with more than double the space, would dwindle to 15,000 square feet when placed in a tower, the library initially announced. (Next door is a 19-story building.)

BPL justifies the shrinkage—according to the Building a Better Brooklyn Heights Library fact sheet—because a key component of the branch, the Business & Career Library, would move in 2017, to be integrated with the Adult Learning Center at the Central Library, near Prospect Park, two miles away. The move would reflect a shift from serving those in downtown Brooklyn office towers, civic buildings, and colleges in a print and database era instead of buttressing career services and business/entrepreneurship resources, adding meeting and workspace as well as places for in-

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struction and collaborative learning.

“We’re offering 15,000 square feet that’s better appointed and more conducive to the kind of learning we’re doing today,” BPL president and CEO Linda Johnson said initially. After public pushback, BPL now aims at closer to 20,000 square feet—still smaller than the current space in which many patrons use the business section for nonbusiness pursuits.

The formal ownership structure, according to BPL, would be a city-owned condominium in the base of a residential building.

Coming soon is a Request for Proposal (RFP) that will be issued to developers. While typically such RFPs aim to generate the highest sale price, “We don’t think that’s appropriate here,” Nachowitz said, citing control over design and other issues. However reasonable that sounds, it prompts wariness from those who think the process would favor a particular developer. Asked to reveal an RFP draft, Nachowitz said instead the library might discuss the “basic tenets.”

The replacement library/tower in Brooklyn Heights could come much faster than the new Pacific branch. “Ideally, we’d love to be able to get an RFP out before the summer, designate a developer by end of year, try to get the contract sometime this year,” Nachowitz said. Opponents hope to postpone it until the next mayor takes office.

## Polaris ILS, Axis 360 To Integrate Ebook Access

Polaris Library Systems and Baker & Taylor (B&T) have announced that they are working together to integrate B&T’s Axis 360 digital media platform into the Polaris integrated library system (ILS). The integration will allow patrons to browse, place holds, and check out ebooks and other digital materials sourced from Axis 360 without navigating away from a

## Library Hosts Own *Project Runway* for Kids

Thanks to the efforts of children’s librarian Frances Grossman-Goldberg, teens and tweens at the Pomonok Branch of the Queens Library, NY, participated in a design competition modeled after the hit reality show *Project Runway*.

Once she brainstormed her big-picture idea, Grossman-Goldberg next “had to figure out the logistics, starting with the legal question of whether I could call my program *Project Runway* and use the official logo, or if copyright infringement would spoil this before it even began,” she said.

Fortunately, show distributor the Weinstein Company loved her idea so much that the company not only approved permission for the use of the name but generously provided the show’s logo, soundtrack, posters, and, best of all, tickets to the taping of the Season 11 finale fashion show for the Pomonok winners. The company also put Grossman-Goldberg in touch with the show’s sponsors, Mood Designer Fabrics and



(From l.–r.): Winning designer Alyssa Sadofsky and model Corine Hounginou with *Marie Claire*’s Nina Garcia and children’s librarian Frances Grossman-Goldberg at the *Project Runway* finale fashion show.

L’oreal Paris, which donated a variety of products. “For a librarian, this kind of sponsorship is the ultimate jackpot,” Grossman-Goldberg said.

Sydney A. Snyder, coordinator of promotions and integrated marketing for the Weinstein Company, noted, “We were impressed with the way that [Grossman-Goldberg] approached us, with the way that she was able to get in touch with the appropriate person, and her ideas. She was very excited, which in turn made us very excited about being given an opportunity to help her make [the event] meaningful for these kids, knowing that she didn’t have a huge budget to work with. She was very organized with everything that she wanted to do and was on top of it. She made it easy for us to help.”

The local dry cleaner donated men’s clothing, which defined the challenge for the designers: to create a feminine look using those materials. A total of ten teen and tween teams, each comprised of one designer and one model, signed up to compete. For judges, Grossman-Goldberg tapped local fashionistas: designer/dressmaker Michelle McGoldrick of McGoldrick Designs; Madeline Roth, manager of Sophie’s Creations, a local jewelry store in Queens; fashion blogger/interior designer Dahlia Jacob; and fashion enthusiast Meredith Farrell, who works as an art therapist at Elmhurst Hospital Center in Queens.

A few weeks ago, winning designer Alyssa Sadofsky (age 16) and winning model Corine Hounginou (age ten) claimed their prizes at a Fashion Week event, where, accompanied by Grossman-Goldberg, they got to see and meet *Project Runway*’s judges: designers Zac Posen and Michael Kors, model Heidi Klum, and fashion director of *Marie Claire* magazine Nina Garcia.

So what’s next for the kids at Pomonok? “I would love to do something similar,” Grossman-Goldberg said. “Maybe *Project Accessory*.”

**World Scientific Publishers** signed a deal with **Baker & Taylor's YBP Library Services** to provide its content for purchase through YBP's acquisition and collection management interface, Global Online Bibliographic Information. Customers will be able to search the 2012–13 Front List Full Collection of ebooks.

**Soutron Global**, a cloud-based library management services provider, adopted Resource Description and Access (RDA), the new preferred cataloging standard.

Recipients of the 2013 **National Medal for Museum and Library Service**, awarded by the **Institute of Museum and Library Services**, include the Marshalltown Public Library, IA; National Czech & Slovak Museum & Library, Cedar Rapids, IA; Pierce County Library System, Tacoma; Public Library of Cincinnati and Hamilton County; Rancho Cucamonga Public Library, CA; and Waukegan Public Library, IL.

**StoryCorps**, a nonprofit dedicated to recording American's stories, contributed to the "All Alexandria Reads" program hosted by the Alexandria Library, VA. StoryCorps will interview

members of the community, who have been encouraged by the library to read its book, *Listening Is an Act of Love: A Celebration of American Life from the StoryCorps Project*.

**OCLC Global Council** held its annual meeting in The Hague, Netherlands, April 23–25, to discuss "Cooperation in a Rapidly Changing World." The conference saw the election of representatives to two OCLC positions and a keynote address by **Vincent Lokin**, director of cooperation and sustainability for the Rabobank Foundation.

**Dragonfly Sales and Marketing Consulting** signed a deal to promote and provide subscriptions for **Academic Rights Press's** new music database, Academic Charts Online: International Popular Music. The database allows users to analyze the impact of music by country, culture, and genre.

**Columbus Metropolitan Library**, OH, became the 11th library in the Central Library Consortium to launch a new cataloging system. It will give patrons access to collections within any of the participating libraries.

idea of hiding in the museum.

However, 30 years after the book's publication, the museum finally embraced the book, dedicating an entire issue of *Museum Kids* magazine to following the footsteps of the books' characters. In the special Met publication, Konigsburg tells of her initial inspiration: a piece of popcorn on a chair in one of the museum's historical period room displays, which led her to imagine that perhaps someone had snuck past the velvet ropes one night.

Konigsburg's first book for kids, *Jennifer, Hecate, Macbeth, William McKinley, and Me, Elizabeth* (Atheneum, 1967), went on to receive a Newbery Honor in 1968, the same year as her Newbery Medal for *From the Mixed-up Files...* She is the only author in Newbery history to achieve that distinction. The story was inspired by the difficulty Konigsburg's daughter had in adjusting to her family's move to Port Chester, NY.

Konigsburg also holds the distinction of longest span of time between winning Newbery Medals. In 1997, 29 years after winning her first Newbery, she was recognized for *The View from Saturday* (Atheneum, 1996), a story told in the four voices of members of a middle school quiz bowl team.

Two of Konigsburg's other books were nominated for the National Book Award in the children's category: *A Proud Taste for Scarlet and Miniver* (Atheneum, 1973) and *Throwing Shadows* (Atheneum, 1979). Both titles also garnered for her American Book Award nominations.

Donations can be made in her honor to the American Heart Association or the Society of Children's Book Writers and Illustrators.

## OverDrive To Allow Ebook Checkouts from OPAC

Digital content vendor OverDrive's most recent agreement touts

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library's catalog. Axis 360 will also communicate all digital transaction and circulation status data directly to the ILS, enabling librarians to generate statistics on their Axis 360 collection in real time or in periodic circulation reports.

Both companies expect the integration to be complete in time for live demos during the American Library Association's annual conference in Chicago, June 27 through July 2.

## Remembering Children's Author E.L. Konigsburg

Newbery Medalist Elaine Lobl Konigsburg, author of *From the Mixed-up Files of Mrs. Basil E. Frankweiler* and 18 other books for children, died April 19 at a hospital in

Falls Church, VA, after suffering a stroke. She was 83. The author, better known as E.L. Konigsburg, is credited with writing for middle school-age children decades before it was targeted as a specific audience.

*From the Mixed-up Files...* (Atheneum, 1967), for which Konigsburg also provided illustrations, is perhaps her best-known and most-beloved book. The story is about a girl, Claudia, and her younger brother Jamie who run away from their suburban home to New York City's Metropolitan Museum of Art. Their adventure leads them to unravel a mystery behind a Renaissance sculpture.

Konigsburg once told a school librarian that the Metropolitan Museum was not pleased with her book because it gave too many children the

plans for “deep API integration” with Innovative Interfaces Inc. (III) products, including Sierra and the Encore Discovery Services Platform, including new application programming interface (API) updates that “will include the ability to check out and place a hold on ebooks from a library’s online catalog,” according to an announcement posted to the company’s blog on last week.

The integration will also enable a “seamless experience,” within OverDrive’s Content Reserve collection portal, offering the option of viewing a library’s physical and digital holdings side by side, “so that collection development decisions can be based on physical holdings, circulation, and other criteria,” according to the blog.

The companies expect the new content API—along with a related patron authentication API that enables secure access during ebook check-outs—to be ready for demonstration on the III platforms at the 2013 American Library Association annual conference beginning June 27 in Chicago. Shortly afterward, the APIs will be available to partner libraries and approved vendors for pilot testing.

## OCLC Launches “Spotlight”

OCLC recently launched Library Spotlight, a new, free service that uses data from the WorldCat Registry to make it easier for users to find location and contact information for libraries via the web. Library Spotlight includes analytics tools that will help libraries examine patron traffic trends or compare their collections and services to other libraries by location, local demographics, or other criteria. Online directory service Yelp is one of the initial third parties that has agreed to work with OCLC on the project to highlight library contact and services information.

Although Library Spotlight draws

basic data from the WorldCat registry, the program also enables libraries to use a single interface to add, edit, and update information about their library, including photos, the availability of services such as Wi-Fi, or links to social content or collections. OCLC will then use this information to populate multiple web destinations, including Yelp. In addition, the service will create a mobile-optimized link for each library, making

the information easier to access and read on smartphones and tablets.

## DeLillo Wins First LC Prize for U.S. Fiction

On April 25, the Library of Congress (LC) announced the creation of the Prize for American Fiction, as well as its first recipient, novelist Don DeLillo. This new lifetime achievement award in literature replaces one first

## Branching Out



April 20 marked the opening of the new **West Pasco Branch** library (pictured), the 12th facility of the Mid-Columbia Libraries (MCL), Kennewick, WA. The 6,200 square foot branch can boast the state’s first full-service drive-thru. The library paid the Ares Corp. \$93,000 for book-themed art and other custom artwork displayed throughout the building. Another \$200,000 was spent on the opening-day collection of more than 16,000 items. The library was designed by Gisi Investment Services, Inc. & Partners, with construction by W.C. Construction. The facility, owned by the developer, is leased by the district for \$1.1 million annually.

Queens Library, NY, celebrated the topping-out of its **Elmhurst Branch** on April 29. The ceremony acknowledged the completion of the structural steel frame of the new 30,000

square foot facility, which will cost \$27.8 million. The library is designed by Marpillero Pollak Architects, with general contractor Stalco Construction. The “technologically and architecturally advanced” building, per a media advisory on the project, is targeting Leadership in Energy & Environmental Design (LEED) Silver certification. The library is expected to open in 2014.

Berkeley Public Library, CA, is looking forward to the reopening of its

**South Branch** on May 11, following a 14-month construction effort. The new 8,700 square foot, \$6.5 million library will likely dazzle those all too familiar with its “clumsily remodeled” predecessor, according to Berkeley Side. The branch will feature higher ceilings than those in the old structure, updated lighting fixtures, more windows, an energy-efficient sustainable plan, solar panels, a dedicated and enclosed teen space, specific sites for computer and multimedia equipment, and a state-of-the-art meeting room. Among the amenities grandfathered in from the old building is the popular Tool Lending Library. Designed by San Francisco firm Field Paoli Architects, with general contracting by Gonsalves & Stronck Construction Co., the South Branch project was funded through Measure FF, a \$26 million bond measure approved in 2008.

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

Photo courtesy of Mid-Columbia Libraries.

The Independent Book Publishers Association named **Angela Bole** its new Executive Director, following **Florrie Binford Kichler's** retirement in June. She is currently the Deputy Executive Director of the Book Industry Study Group.

**Jill Bourne** was named Director of the San José Libraries, CA. She was formerly Deputy City Librarian for the San Francisco Public Library.

**Susan Brown** was appointed Director of the Chapel Hill Public Library, NC, effective May 20. She is currently Marketing Director for the Lawrence Public Library, KS.

**Sue Hagfeldt** retired as Branch Manager of the Dayton Memorial Library, WA, after 30 years of service. **Amy Rosenberg**, former Branch Supervisor for Prescott Library, WA, will take over the position.

**Marsha LeClair-Marzolf** retired as Associate Director for Salt Lake City Library Services. She had been with the library for almost 37 years.

The American Library Association honored **Kathleen Reif** with the Peggy Sullivan Award for Public Library Administrators Supporting Services to Children Award. Reif has been Director of St. Mary's County Library, MD, for the past nine years.

**Sophia Serlis-McPhillips** is now the Director, Middle Country Public Library, Centereach, NY. She was formerly the library's Assistant Director.

**Virginia Steel** was named a Librarian for the University of California, Los Angeles. She previously held the same title at the university's Santa Cruz campus.

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given to Herman Wouk in 2008, then subsequently presented as the Library of Congress Creative Achievement Award for fiction to John Grisham, Isabel Allende, Toni Morrison, and Philip Roth. In its press release, LC said that the new Prize for American Fiction seeks to honor "strong, unique, enduring voices that—throughout long, consistently accomplished careers—have told us something about the American experience."

The relatively reclusive DeLillo, who regularly declines requests to appear or speak in public, will accept the award at the 13th annual National Book Festival, September 21–22 in Washington, DC, an event that last year drew more than 200,000 visitors.

## Beta Testers Weigh in on Midwest Tape's Hoopla

Hoopla, Midwest Tape's pay per circulation media streaming service for public libraries, has been in beta-testing mode for close to two months,

and early reports of both the service overall and its mobile applications have been positive.

Robin Nesbitt, director of technical services for Columbus Metropolitan Library (CML), OH, told *Hotline* that the customer experience "is seamless."

Kirk Blankenship, electronic resources librarian at Seattle Public Library, agreed. "It's really slick and definitely meets the standards of what people expect from an app," he said, adding, "We're really happy with how it's rolling out."

Libraries that use Hoopla's pay per circulation model provide their patrons with access to the service's collection of media. Users can either go directly to Hoopla and sign in with their library card or begin at their library's website, which will direct them to Hoopla's site to browse the offerings. When patrons check out a video, audiobook, or album of music, their library pays a fee of between 99¢ and \$2.99.

In addition to taking some collection development pressure off li-

braries, a pay per circ model like Hoopla's allows an unlimited number of patrons to check out an item simultaneously.

It can be tricky to factor fluctuating costs into a tight budget. Most libraries will work around this by limiting the number of times individual patrons can check out Hoopla materials each month—Columbus limits it to eight, Seattle to 20—and basing the budget on the highest possible usage. "We have a yearly budget divided by month and can look any time to see where we are," explained Marilyn Zielinski, technical services manager at Toledo–Lucas County Public Library (TLCPL). She added, "If we don't spend the monthly cap, we can reallocate those funds."

CML's Nesbitt was adamant that patrons who don't have the tools or inclination to use streaming media will not be left behind: "We didn't raid the physical budget." TLCPL's Hoopla budget came out of what it would have spent on other electronic media, though Zielinski shared that "as e-materials become more popular, we are reexamining the number of physical copies we purchase."

TLCPL doesn't allow patrons to use the service at the library itself for bandwidth reasons, while Seattle lets users take advantage of what Blankenship called the library's "pretty robust" wireless network to stream video, audiobooks, and music on some library computers or patrons' own devices.

The only question the beta testers have at this point is whether Hoopla will continue to add the content patrons want. By the end of summer, according to Midwest Tape vice president Jeff Jankowski, Hoopla is on track to have available 9,000 audiobooks, 300,000 albums, and 7,000 videos.

The company's target date to move out of beta mode is July 1, 2013.

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