

LibraryReads Discovery Program Launches

This fall, a new national “library staff picks list” will debut under the name LibraryReads. All public library staff will be welcome to nominate new adult titles that they have read, loved, and are eager to share with patrons via the website libraryreads.org, which went live on June 27. The ten most frequently recommended titles will be calculated monthly, and beginning this autumn the resulting list will be publicized and promoted by librarians in branches as well as in patron newsletters, websites, etc.

LibraryReads welcomes recommendations from all library staff members not just readers’ advisory experts or credentialed librarians. Robin Nesbitt, collection management director, Columbus Metropolitan Library, OH, told *Hotline*, “Library staff can nominate five titles a month if they’re avid readers, or if they only really love one book a year and want to nominate once a year, that’s fine, too.”

Books from all adult genres and categories are welcome. The list is focusing on adult titles, the LibraryReads FAQ says, because libraries’ role in promoting new titles and authors is less well established there than in

children’s books. However, said Nesbitt, “If this thing takes off like a house afire, then we start saying, ‘How do we branch out?’” As part of such an expansion, adding a kids or YA list could happen down the road.



Nesbitt told *Hotline* that LibraryReads went with staff picks rather than with most frequently circulated, requested, or held titles because “we wanted to expose people to titles they aren’t already seeing,” because personal recommendations can have “more appeal than just pure numbers,” and to distinguish the list from others already out there.

BEHIND THE SCENES

LibraryReads is led by a steering committee of public librarians and li-

brary advocates, including Stephanie Anderson, Darien Library, CT; Stephanie Chase, Seattle Public Library; Melissa DeWild, Kent District Library, MI; Robin Nesbitt, Columbus Metropolitan Library, OH; Nora Rawlinson, EarlyWord; Miriam Tuliao, New York Public Library; and David Wright, Seattle Public Library. The committee is also collaborating with a network of librarians and book publishers. (Additional outreach and marketing committees will be formed over the coming months.)

Yet if the librarians are in the driver’s seat, LibraryReads enjoys widespread support from other parts of the publishing ecosystem as well. For example, the top ten titles will be tabulated by Edelweiss, an online catalog, customer relationship management, research, social networking, and review copy distribution service. The American Booksellers Association (ABA), which developed the Indie Next List, will provide expertise and back-office support. The costs of creating the website and producing marketing materials are being underwritten by publishers, including HarperCollins, Macmillan, Other Press, Penguin Group (USA), Quercus Publishing, Random House, and Workman Publishing. (Title selection will be based entirely on librarian

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Interview

Betsy Bird

Longtime *School Library Journal* blogger Elizabeth (Betsy) Bird, the New York Public Library's youth materials collections specialist, adds published author to her résumé this year with her debut picture book, *Giant Dance Party* (HarperCollins, May).



Do you think your work as a librarian informed your experience as a debut author?

Absolutely. It informed the writing. The book had to be something that could be read aloud over and over. I was prepared to read in front of groups, because as a librarian I have to do story times. Each time you have to do it in a different way, and I wouldn't have been able to do that if I didn't have my children's librarian experience. Recently my publisher asked me to add Common Core guidelines [to my website]. That's the advantage of being a librarian: I have access to and knowledge of these things already.

Does having a book published change the way you review books on your blog?

There's another dance picture book this year called *Flora and the Flamingo* (Chronicle, Feb. 2013) by Molly Idle. I had to stop myself from saying, 'If you buy only one dancing picture book this year, buy that one' and say instead, 'If you buy two dancing picture books, buy mine and *Flora*.' In terms of how I review picture books, my respect for published authors has increased tenfold. My appreciation has also increased for writers of easy readers. It's like writing a haiku.

nominations, independent of the publisher sponsors. A publisher need not be a partner for its titles to be included.)

LibraryReads grew out of informal conversations at a 2011 library conference, after a panel discussion on the role

of libraries in building word of mouth for new books and authors, that mentioned ABA's Indie Next List as a program that helped lift the profile of independent booksellers and the books they loved. Since then, librarians and library advocates have met to address building a volunteer program to "gather library staff favorites, create marketing collateral to support outreach at individual library systems, and showcase the collective impact of public libraries on the national reading culture," LibraryReads said in a statement. Conversations with publishers began at meetings of the Association of American Publishers (AAP) Trade Libraries Committee.

3M, NoveList Partner on Recommendations

Anyone who has ever bought a book online is familiar with recommendation engines that state, "If you like this book, you may also like these other titles." Now, libraries are getting in on the automated readers' advisory (RA) act, in person, thanks to NoveList and 3M Library Systems.

For libraries that use both services, items checked out using the new Quick Connect interface for 3M Self-Check will trigger a NoveList search, enabling SelfCheck screens to display reading recommendations limited to items that are owned by the patron's library. During the checkout process, patrons will be invited to place a hold on any featured item, receive the recommendations via email, or print the recommendations on their receipt.

At many libraries with 3M Self-Check systems, 80 percent of circulation transactions pass through self-service stations, according to a press announcement. This new feature will enable libraries to offer reading recommendations to patrons who may not interact with library staff.

"The SelfCheck kiosk is typically the last interaction the patron has with the

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library before leaving, so it's important to us to take advantage of those moments and leave a lasting impression," said Carolyn Anthony, director of the Skokie Public Library, IL, which offered feedback to 3M while the new interface was being developed. "The new interface lets us promote more of our offerings, and tools like Recommended Reads help us deliver a high level of service to patrons to keep them coming back."

In addition to the reader recommendation feature, the new SelfCheck interface includes several other enhancements. It can be easily customized with background images, screen colors, and logos that reflect a library's branding. Based on feedback from libraries, the 3M team has also introduced a new function that will enable patrons to enlarge the type on the SelfCheck display or switch languages during any point of the transaction.

Another new feature, "Patron Promos," will enable libraries to use the SelfCheck screen and receipts to highlight services and upcoming events as patrons are checking out.

Matt Bellamy, product manager, 3M Library Systems, told *Hotline* that, anecdotally, libraries that participated in alpha testing of the new interface advertised programs on checkout receipts, generating a high volume of inquiries compared with programs advertised exclusively in a library's newsletter and on on-site bulletin boards.

ALA Launches Online Hub To Support Tech Literacy

The American Library Association (ALA) launched Digital Learn, a free online resource for librarians working with digital literacy learners. Digital Learn, which is fully available as of June 30, is a partnership between ALA's Office of Information Technology (OIT) and Chief Officers of State Library Agencies (COSLA) and was instituted by the Public Library Association

(PLA) with a grant from the Institute of Museum and Library Services (IMLA).

Digital Learn consists of two main areas: "Teach" and "Learn." "Teach" is where librarians can virtually gather, forming groups to share best practices and brainstorm. Entries in the "Teach" area of the site can be rated by others, which adds to the best practices discussion.

The "Learn" area of the site offers digital literacy tutorials to library patrons and students. Current features include an introduction to email, tips

on performing a basic web search, and instructions on using a PC. Many more lessons are expected to be added, and Digital Learn is even considering the option of partnering with some organizations for K-12 content, Jamie HOLLIER, the hub's project manager, said.

Pew: Teens Still Love "Traditional" Services

Tech-savvy American young adults are more likely than older adults to have read printed books in the past

Colorado Librarians Launch Picture Book Awards

Colorado Libraries for Early Literacy (CLEL), an advisory group to the Colorado State Library, is launching the Bell Picture Book Awards. The first honorees will be announced on February 5, 2014.

A nine-member (plus chair) CLEL selection committee will choose one title in each of five categories: Read, Write, Sing, Talk, and Play. Winning titles will demonstrate content or themes related to one of the practices and encourage interaction between adults and children.

The announcement of the winners will be accompanied by support materials that describe how each title fosters early literacy development and include ways that parents, caregivers, and librarians can extend the reading experience through shared activities appropriate for home, child-care settings, and library story times.

"The Bell Awards are designed to be a celebration of wonderful books for families, to be a tool for advocacy and a vehicle for training," 2013 *Library Journal* Mover & Shaker Melissa Zymboly Depper, children's and family services librarian at the Arapahoe Library District, cofounder of CLEL, and a member of the inaugural selection committee, told *Hotline*.

Suggestions for honorees will be accepted online through November 15. The group is also encouraging discussion on its blog, Facebook page, and Twitter. In the fall, CLEL will debut a free webinar about the awards.

CLEL has been building some buzz for the event through library discussion lists and social media, with nominations already beginning to appear. Carol Edwards, comanager of children and family services at Denver Public Library, a CLEL member, and a member of the inaugural Bell Awards selection committee, told *Hotline* that the national response from librarians so far has been surprising but very welcome. "I thought that only a few of us in Colorado would even be aware of it for several years!" she admitted.



CLEL's 2014 CLEL Bell Awards selection committee.

year and to appreciate reading in libraries, and they are just as strongly supportive of traditional library services as are older adults, a new report from the Pew Research Center shows. According to the survey of Americans age 16–29, a large majority of young adults believe it is “very important” for libraries to have librarians and books for borrowing (80 percent and 75 percent, respectively). Relatively few think that libraries should automate most library services or move most services online.

The report, “Younger Americans’ Library Habits and Expectations,” also finds that younger Americans—despite being heavy technology users overall—still believe, as do older adults, that print books should have a central place at libraries, with few young adult

responders (only 23 percent) strongly supporting moving books out of public areas to create room for things such as technology centers, meeting rooms, and cultural events.

While nearly all of those surveyed age 16–29 are active online, only 44 percent of library visitors under 30 have used a library’s computers, Internet, or public Wi-Fi network. That’s more than the 27 percent of older adults who have done so but still considerably less than the 75 percent of young adults who have read a printed book in the past year (compared with 64 percent for older adults). Younger adults are also more likely than older adults to use libraries as quiet study spaces and are just as likely as older adults to have visited libraries, borrowed print books, and browsed the stacks.

When it comes to new library services, young adults are more interested than older adults in technology-driven features, such as apps, for accessing library materials and for navigating library spaces, and in Redbox-style kiosks around town for convenient access to library materials. Some 67 percent of younger Americans say they would be interested in a digital media lab for creating and uploading digital content; 27 percent say they would be “very likely” to use such a resource.

Parents Don’t Read to Their Kids Every Night

Only one in three parents of children ages eight and under reads stories to their children each night, according to a new survey by the literacy organization Reading Is Fundamental (RIF) and Macy’s and conducted by Harris Interactive. Overall, 87 percent of the parents who participated in the online poll read to their youngsters at bedtime—but not every night. Half the parents said that their children spend more time watching TV and playing video games than reading.

The national online survey of 1,003 parents, conducted in April, also found that in households with salaries under \$35,000, 40 percent of children under nine watched TV, while 35 percent read books.

Parents still favor reading print works over ebooks with their children, as 76 percent choose print while reading with their offspring, the poll showed. Kids also like paper better: nearly twice as many (20 percent) of those whose parents read from both formats would choose print over ebooks (nine percent).

Librarian/Teacher Projects Honored at ISTE

An exploration of New Orleans’s hurricane-ravaged Ninth Ward and a

People

Matthew Brine was appointed Vice President and General Manager of ProQuest’s Serials Solutions. He previously held the same title at OpenText’s EasyLink and Fax and Document Distribution business unit.

Jason M. Broughton, Outreach Coordinator at the South Carolina State Library, Columbia, received a 2013–2014 Spectrum Scholarship from the American Library Association’s Office of Diversity.

Heather Cousin was named Director of the Simi Valley Library, CA. She previously held the same position at the Moorpark City Library, CA.

Julie Hunter announced her retirement as Associate Director of the Broward County Public Libraries Division, Fort Lauderdale, FL, effective August 31. She has been in the field for 47 years.

Norman Maas has retired as Director of the Norfolk Public Library, VA. He had been with the library for ten years.

Barbara Roark was named Assistant Director of the Hancock County Public Library, Greentfield, IN. She was formerly Director of the Franklin Public Library, WI.

Neil Safier was named Director of Brown University’s John Carter Brown Library, Providence. He was previously an Associate Professor of History at the University of British Columbia.

Kim Schroeder, professor at Wayne State University School of Library and Information Science, Detroit, received one of four 2013 Library of Congress National Digital Stewardship Alliance Innovation Awards. She was honored in the Individual category.

The Jacksonville Public Library, FL, appointed two new members to its Board of Trustees: **Kimberly Davis**, Chief of Intergovernmental Affairs and Community Relations for Duval County Public Schools, FL, was named an ex officio member; **Marc Hardesty**, a founding partner of Hardesty, Tyde, Green & Ashton, P.A., was named a voting member.

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student-driven study on how to conserve energy at school are the winners of this year's SIGMS (media specialists special interest group) Technology Innovation Awards bestowed at ISTE, the annual ed-tech conference held in San Antonio, June 23–26.

The prizes are granted annually to school media specialists and teachers who collaboratively plan a project involving technology, receive administrative support, execute the project successfully, and produce data and tools so that others can replicate it.

In both winning projects, students undertook tech-supported explorations of an aspect of their community and then used social media to share their findings with a school in another region of the country.

Library media specialist Elizabeth Kahn, along with English teacher Lisa Valence, both of the Patrick F. Taylor Science and Technology Academy in Jefferson, LA, won in the secondary school category for their project, *Traveling to the Ninth Ward*.

In the primary school category, library media specialist Matthew Winner and teacher Albert Yoo, both of Longfellow Elementary School in Columbia, MD, along with school librarian Sherry Gick and teacher Gretchen Welk of the Rossville Elementary school, IN, school won for *Earth Pals*.

FOLLOWING THE STORM

Kahn and Valence launched their study by having seventh graders read Jewell Parker Rhodes's novel *The Ninth Ward* (Little, Brown, 2010), about a 12-year-old girl's experience of Hurricane Katrina. The students corresponded about the project via Edmodo with their peers at the Van Meter Community School District in Iowa.

Kahn and Valence led a field trip to the Ninth Ward, a 30-minute drive from their school. They used Kahn's iPhone to Skype with their Iowa counterparts. Kahn mapped a Trip-



On June 22, the new **Edgewater Branch** (pictured) of the Chicago Public Library opened for business following a construction project that began in 2011 with the demolition of the previous 1973 facility. The new Edgewater library stands two stories high and encompasses 16,300 square feet, 5,300 square feet larger than its predecessor. The \$13.7 million project, managed by the Chicago Public Building Commission and designed by the firm of Lohan Anderson, features a dedicated, enclosed teen space and the addition of a teen services librarian, 50 public access computers with free Wi-Fi connections, a large community room, extra study rooms, and a print collection totaling upward of 50,000 volumes. The library is targeting Leadership in Energy and Environmental Design (LEED) Silver certification. Funding for the building came predominantly from a city bond measure, with \$1.12 million from the Hollywood-Sheridan tax increment financing district, according to DNAinfo.com. An interesting aside, architect Dirk Lohan is the grandson of renowned architect Mies van der Rohe.

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line guided tour of their journey and uploaded student photos. The kids crafted narrated videos about the trip, accessible on the school library site. When author Rhodes did a reading at the school, the Iowa students attended via Skype.

TEDX FOR THE THIRD GRADE

While envisioning his award-winning project, Winner, a *Library Journal* 2013 Mover & Shaker, was drawn to the idea of creating a TEDx event at his school—driven by third graders. Winner, his colleague Yoo,

The new **Central Library** of the Madison Public Library, WI, is expected to reopen on September 19 after closing down in January 2012 (see *Hotline*, 3/25/11). Plans for a six-story, \$37 million, totally new building were scrapped when a deal could not be reached with the construction

firm. The current project is more cost-effective, coming in at \$19.3 million, which includes an eight percent contingency budget. The former 95,000 square foot library grew by about 30,000 square feet and will now feature state-of-the-art technology, including 100 new public access computers. The library will have two entrances and dual checkout desks. The third floor will comprise an art gallery, a community room, and a small terrace. The building is designed by MS&R Ltd. of Minneapolis and is shooting for a minimum of LEED Silver certification.

Nauset Construction is set to initiate a \$6 million renovation and expansion of the **West Tisbury Free Public Library**, per *Banker & Tradesman*. The 5,640 square foot library will bloom to more than twice its size, at 13,000 square feet. The 1993 facility underwent massive upgrades to its mechanical systems earlier this year, ostensibly gutting the structure. The addition will include a new study space, extra staff workspace, and restrooms. January 2014 is the target completion date.

Photo courtesy of Chicago Public Library.

and their partners in Indiana took on the environment as their theme. Winner's students researched how their school could conserve energy and how much money could be saved as a result, detailed on his blog *Earth Pals: a TEDxElementary project*, Part 1, and Part 2. The Indiana kids explored the savings that proper recycling would yield at their school facility.

Using Edmodo, the students compared notes on data collection methods. "They were mirroring the same process," said Winner. Over 16 to 18 weeks, Winner's classes used volt meters to measure energy use and plan energy-saving measures. They

counted light bulbs, calculated the energy used by each one, and employed their math skills to determine how turning them off when a room was not in use would save money. Other suggestions included installing surge protectors and turning off projectors when they weren't active. "We did a Google Doc where the kids learned how to put formulas into a database" to determine overall savings, Winner said.

Winner's students held brainstorming sessions during which they sketched ideas on giant-sized rough draft while conceiving an infographic. They planned to use Prezi to make

the final image for their presentation.

Recognized at the ISTE conference, the winners received a \$1,000 award for their school media center, up to \$1,000 in travel money to ISTE conferences, and an engraved plaque, among other items.

Graphite Reviews K-12 Apps, Digital Content

On June 24, Common Sense Media, a national nonprofit, debuted a free online guide to digital learning products compiled by and for educators. Called Graphite, the new resource reviews and rates digital products, including apps, games, websites, and digital curricula for grades K–12.

Graphite's editorial team evaluates each product via a rating system "developed by a team of experts in education and child development," according to a press release. The learning rating, compiled by the Graphite team, indicates the overall learning potential of a product as well as three individual ratings for student engagement, pedagogy, and support for those using the product. The teacher rating is an educators' evaluation of a product, along with pros and cons.

Users of the site can search concurrently within four categories: product type (apps, console and PC games, websites); subject (language and reading, math, science, social studies, art, and hobbies); grade (Pre-K to 12); and price (free, free to try, or paid). Products can also be mapped to the Common Core and other standards. Educators can contribute their own feedback, including field notes about how they use each product and what works best with their students.

Funding for Graphite included support from the Susan Crown Exchange and a personal investment from Bill Gates, according to a press release.

News in Brief

New Jersey's **Belmar Public Library**, Monmouth County; **Warren Township Public Library**, Somerset County; **Oakland Public Library**, Bergen County; and **Cedar Grove Public Library**, Essex County, were chosen for renovations by the **SWAT Team of Library Transformers**, which was created and is funded by the New Jersey State Library on the recommendation of the State Librarian's Blue Ribbon Task Force on the Future of Libraries. The team consists of the **Troy Hills Public Library**, Parsippany; **North Brunswick Public Library**; **Mount Laurel Library**; and **Vineland Public Library**.

Gale added three new series to its Gale Digital Collections: *State Papers Online: Eighteenth Century, 1714–1782*. Pt. 1: *Domestic, Military, Naval and the Registers of the Privy*; *The Making of Modern Law: Foreign Primary Sources, 1600–1970*; and *Slavery and Anti-Slavery*. Pt. 4: *The Age of Emancipation*. The collections are available for purchase or trial.

Credo is partnering with publishers **American Society for Training & Development (ASTD)**, **MacNeil/Lehrer Productions**, and **QA International**, which will add to its content through the Literati and Credo On-

line Reference Service solutions. The deals give Credo license to 27 of ASTD's titles, as well as videos from MacNeil/Lehrer Productions and QA International.

Polaris Library Systems, a developer of library technologies, has created Community Profiles, which allows patrons to search for local businesses and organizations through the library catalog. So far more than 30 libraries have integrated the add-on feature through Polaris ILS.

LYRASIS Digital Repository Services, which allows users to create, manage, and use digital collections, is now available to all LYRASIS members. Demos of the service were held during the American Library Association conference in Chicago.

Pacific Energy Center switched its library to Soutron Global Software, a cloud-based library management service. The center conducts energy training for Pacific Gas & Electric in San Francisco.

The **University of Arizona Libraries**, Tucson, was the latest member of the **Association of Research Libraries (ARL)** to select **Serials Solutions' Summon** as its discovery index service.

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