

FCC Proposes New Set of Net Neutrality Rules

In the wake of a January court ruling that struck down the Federal Communication Commission's (FCC) standards for ensuring that Internet traffic is delivered without bias—a standard industry watchers refer to as “net neutrality”—the agency has issued a new proposal outlining a set of rules that would ensure Internet users have equal access to the full content of the Internet. Some experts, though, don't think these new rules will be any more enforceable than the ones that were overturned earlier this year.

FCC Chair Tom Wheeler outlined his proposal in a statement on February 19. While the newly minted FCC proposition makes some technical changes to the law, the heart of the agency's definition of an Open Internet remains largely the same, working to ensure that no providers are blocked or discriminated against, and that Internet Service Providers (ISPs) are transparent in telling consumers how they allocate bandwidth on their networks.

Wheeler also noted that the FCC would not challenge the ruling handed down last month from the

DC Circuit Court of Appeals. That ruling allowed the FCC to continue enforcing transparency in ISP practices and working to ensure broadband access under Section 706 of the Telecommunication Act of 1996. The FCC's new plan is to make rules similar to those that were recently struck down but this time under the authority of Section 706. “In light of the Court's finding that the Commission has authority to issue new rules under Section 706 and the ongoing availability of Title II, the Commission will not initiate any further judicial action in connection with the Verizon decision,” Wheeler's statement read. The current statement is merely a suggestion, with a more formal set of rules expected sometime in late spring.

Just how much success the FCC will have enforcing these new rules under Section 706, though, remains to be seen. According to the American Library Association (ALA), there's a lot riding on Wheeler and his commissioners ensuring that ISPs can't discriminate among kinds of traffic. “We're really pleased to see that Chairman Wheeler and the FCC are moving forward and revisiting these rules, and we certainly hope they're successful this time,” said Lynne

Interview

Bob Pasicznyuk

Bob Pasicznyuk arrived to tough times for libraries in Cedar Rapids, IA, coming in as director in 2009, a year after the city's main branch had been entirely destroyed by a flood



(the management team was jointly named the *LJ* 2009 Librarian of the Year). Now, he's

returning to his roots in Douglas County, CO, to take over following the retirement of long-time director Jamie LaRue.

What was the most important job during your tenure at Cedar Rapids?

We pushed the goal of rebuilding, so we became a better service for the entire community. That community now looks at the library as a hub.

What projects or programs at Douglas County are you excited to take over?

I'm excited by the chance to engage the community in a conversation about how to build a library that knocks our socks off.

What advice would you offer a successor?

Forge strong partnerships. We're all stronger together than individually. These partnerships we've built in the last four years are just a start. We need to keep finding people we need and who need us.

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Library of the Year

All libraries are good, some are great. *LJ* is looking for role-model libraries to vie for the honor of being the 2014 *Library Journal*/Gale Cengage Library of the Year. To learn more and submit your nominations, visit ow.ly/swYmZ.

Postmark deadline: April 5

People

Mindy Hackner was named Director, North Adams Public Library, MA. She previously held the same position at the Dalton Free Library, MA.

Beth Kashner has resigned as Director of Pawlet Public Library, VT. She had been with the library for six years.

Jeffrey R. Krull announced his retirement as Director, Allen County Public Library System, Fort Wayne, IN. He was in the position for 28 years.

Genevieve Owens was promoted to Director of the Williamsburg Regional Library, VA. She was previously its Interim Director and has been with the library since 1996.

Stacey J. Smith was named Public Services Manager at the Benjamin L. Hooks Central Library, Memphis. She previously was Circulation Department Head, University of Memphis Libraries.

Robert Wolven, Associate University Librarian for Bibliographic Services and Collection Development at Columbia University, New York, was awarded the 2014 Melvil Dewey Medal for creative leadership.

In Memoriam

Janet Barnett, a former School, Academic, and Special Librarian, died on February 24, following a long illness; she was 63 years old. She received her MLS from Pratt Institute.

Carolyn Johnson, former Children's Librarian and Library Director, Fullerton Public Library, CA, died on February 9. She was 92 years old.

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Bradley, director of ALA's Office of Government Relations. "This is a go-to-the-mat issue. The American public can't afford for them not to get this right."

While the FCC works to prepare a new set of rules for ISPs, a deal between Netflix and Comcast announced in February could mark a hit to the principle of net neutrality. Netflix will pay an undisclosed sum to guarantee direct access to Comcast's network, with the aim of speeding up delivery from Netflix servers to viewers, ensuring that they can watch *House of Cards*, for example, without annoying buffering issues. By paying for direct access to Comcast's network, Netflix has a straighter line to home computers, bypassing Cogent Communications, a tier 1 ISP that distributes content from Netflix and other companies.

Cogent CEO Dave Schaeffer this week told the tech news website Ars Technica that Comcast has continued to pressure Cogent for similar payments, despite its deal with Netflix. While the Netflix and Comcast arrangement is not the first deal of its kind, it is the most highly publicized and has drawn attention to the inequality of Internet traffic, with companies already making arrangements to enhance service to their users.

With Comcast currently attempting a merger with one of the other big three home broadband providers, Time Warner Cable, that practice could become a well-established precedent in the industry. The Senate Judiciary Committee has scheduled a hearing on the deal for March 26, and chair Patrick Leahy (D-VT) has stated that issues of open Internet access will be on the table.

"The merger of Comcast and Time Warner Cable touches on important policy questions about how Americans access these valuable services," Leahy said in a statement. "It also presents a critical moment to discuss net neutrality principles that have allowed the Internet to remain an open marketplace for ideas."

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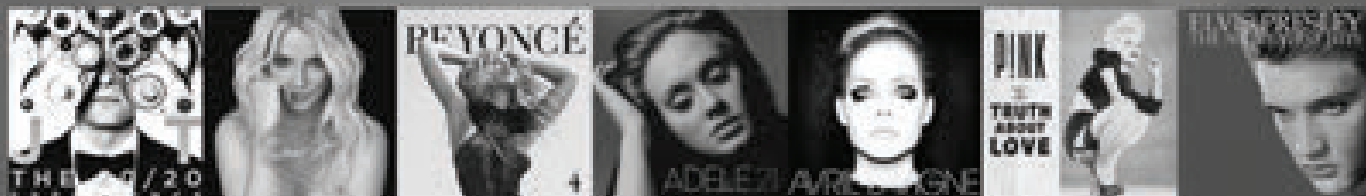
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“Sketchnotes” Invigorate Student Note Taking

Brad Ovenell-Carter is not a graphic artist. However, many would make that assumption after viewing the educator’s “Sketchnotes”—a

name that’s gaining currency for illustrated records that distill a lecture, speech, or lesson into a visual synopsis.

“Sketchnotes are intelligent note-taking,” said Ovenell-Carter, director of educational technologies and

a teacher at Mulgrave School, a K-12 independent school in Vancouver, BC. “The note taking process is normally passive. But with Sketchnotes, you don’t write anything down until your thoughts are there.”

He and other educators are introducing Sketchnotes to students as a way to engage with a different manner of thinking when they capture material. While most note taking is linear, with details written as soon as they come from a teacher’s or speaker’s mouth, Sketchnotes require the note taker to stop and think before jotting anything down.

Ovenell-Carter is the first to say that he’s not producing Michelangelo-like renderings, but that isn’t the point. His finished products are resonating with peers as well as students.

There’s already a popular website, Sketchnote Army, and a book, Mike Rodhe’s *The Sketchnote Handbook* (Peachpit, 2012), which Ovenell-Carter bought to help him get started. He recently launched his own Google+ community, Sketchnote Scribes, to connect with others using this process.

Melissa Techman, a teacher and librarian at Broadus Wood Elementary School in Earlsyville, VA, partnered with her school’s art teacher to produce some versions of illustrated note taking. Techman had a fifth-grade class work on a combination of writing and drawing in which they took notes and taped them together on a giant piece of paper.

Ovenell-Carter often has students share notes as well and assigns two or three youngsters in each class to be official note takers, which they can do in multiple ways, from tweeting to finding online links to facts.

“If we talk about personal learning, which is a buzzword today, people taking notes in different ways is liberating for them,” Ovenell-Carter told *Hotline*.

ASU Students To Turn Old Food Trucks into Minilibraries

A group of students at Arizona State University (ASU), Phoenix, has proposed a revamp of the traditional bookmobile—one that aims to provide the services of a school library to schools that may no longer have access to that resource. The design, dubbed BiblioTrucka, aims to take advantage of the proliferation of food trucks in the Phoenix area, recycling out-of-commission trucks into moving libraries that can be customized on a daily basis.

Students Alex Miller, Jasmine Clarke-Telfer, and Elijah Allan came up with the idea while working together in their Changemaking in Education course at ASU. “Elijah, Jasmine and myself all had very fond memories of utilizing public libraries and school libraries growing up,” Miller said. “All of us were shocked that some schools did not have libraries.”



That’s an all too common situation in Arizona, said Shirley Berow, chair of the Arizona Library Association’s (AZLA) Teacher-Librarian division. “Because of budget cuts, the school library programs throughout the state are not functioning at their full potential,” Berow said. “In many districts, there has been no money allotted for book purchase; there are also large discrepancies in technology available for students.” Librarians are in short supply as well—the Tucson Unified School District employs just seven certified librarians in its 112 buildings.

The team’s solution presented itself on a tour of one such school, NFL Youth Education Town (NFLYET), a charter school in south Phoenix without a library on-site, where a teacher described the book bags hanging from student’s chairs as “little mobile libraries.” The idea struck home with the team, and they started working on ideas that would evolve into the BiblioTrucka concept. With Phoenix seeing a boom in food trucks serving the area, plenty of cheap used trucks were available after on-the-go gourmets had outgrown their first homes.

While the cozy food trucks may not have the storage space of the much-loved bookmobile, the BiblioTrucka project is less about offering access to books—though print materials will remain part of the equation—and more about making sure kids in schools without libraries can still get hands-on time with new technology like ereaders and tablets. “We want to help kids to get a feel for all sorts of resources,” Miller told *Hotline*.

If they can secure funding, they’re hoping to have the first BiblioTrucka on its way to NFL YET when the new school year begins in August. That would be a boon to the school, vice principal Adam Sharp told *Hotline*. “Having additional books or ebooks would dramatically improve our students’ reading scores,” said Sharp.

When the rubber hits the road, though, BiblioTrucka won’t be a resource just for the school that drove its creation. “The great thing about BiblioTrucka is that it can be customized to fit anyone’s needs,” Clarke-Telfer told the *ASU News*. “If we go to where Elijah’s from, the Navajo Nation, we can fill it with books about their cultural ties.”

EBSCO Rolls Out New Research Starters Feature

EBSCO has rolled out Research Starters, a new feature for EBSCO Discovery Service (EDS) that presents student researchers with short, citable summaries on frequently searched topics. Drawn from sources such as Salem Press, Encyclopedia Britannica, and American National Biography, more than 62,000 of these 500- to 1,500-word summaries are accessible, offering students an authoritative overview of their chosen subject, as well as links to other research starter summaries, or peer-reviewed research where they can delve deeper into a topic.

For example, an unfiltered keyword search for “global warming” returns a link for a Research Starters summary on that topic—drawn from the Salem Press Encyclopedia of Science 2013—at the top of the results.

The development of Research Starters was driven largely by the research habits of undergraduate college students, many of whom use Google or Wikipedia as a starting point for papers or research projects.

“The area that [students] need the most help and guidance in is getting the big picture and getting started. That’s the biggest pain point,” Mike Laddin, vice president of product management for EBSCO Information Services, told *Hotline*.

The feature helps students become more comfortable navigating the academic databases their instructors expect them to use, said Emily O’Connor, dean of library and learning services for Rasmussen College and a Research Starters beta tester.

“A lot of students don’t really know how to do a good search” in an academic database, she said. “They will put in really generic terminology. And

that’s [what] these Research Starters, at least initially, are built for.”

Those links can help students browse content and, ideally, narrow their topic while growing more accustomed to the database.

“We’re certainly not trying to recreate Wikipedia, but the essence of what students like [about Wikipedia] is that they come into a summary of information about a topic that is understandable to them. It’s a nice first step into research,” said Kate Lawrence, director of user research for EBSCO.

UK Libraries Offer Free Article Access to Walk-Ins

Public libraries in the UK are set to play a role in expanding public access to academic research via the recently announced “Access to Research” plan. Thousands of research journal articles will be made available for free but

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only on computers located physically within a public library, not remotely.

The plan implements one of the key recommendations of the Finch Group, which was commissioned by the UK government to investigate how access to publicly funded research could be expanded. The group recommended providing walk-in access to “the majority of journals in public libraries across the UK.”

Access to Research provides access to more than 8,000 journals worldwide, on topics such as health, biological research, engineering, and social sciences. It is a result of collaboration among publishers—through the Publishers Association, Publishers Licensing Society, and Association of Learned and Professional Society Publishers—and librarians, through the Society of Chief Librarians (SCL). The search delivery software, Summon, was provided for free by ProQuest.

When she announced the initiative at the beginning of February, Janene Cox, SCL president, said that

approximately 75 library authorities (which serve similar purposes to public library systems in the United States) had expressed an interest in joining the pilot.

Cox told *Hotline* that “it reaffirms the important role that public libraries have in supporting learning, promoting research, and encouraging greater access and use of digital space and technologies.”

The announcement was welcomed by public librarians, who saw this as an opportunity to open access to research materials that were otherwise out of reach for the vast majority of the public, as well as to urge more people to visit their local public library. Claire Back, a development officer (digital) at the Plymouth City Council, said the scheme would have a positive impact on the local area. “Our library users will be able to search for and read over one and half million journal articles,” she said, “enhancing the collections we already have and strengthening our position in the community as a space

for education and learning.”

She went on to add that “the library I work in has already had enquiries as a result of the launch publicity. It’s now up to us to make sure that people (including library staff) know about it.”

Back argued that restricting the plan to walk-in visitors will not necessarily be an issue of concern as “this is also the case with the family history websites, Ancestry and Find My Past,” two of the more popular resources made available by her library to the general public.

However, this view was not shared by David Prosser, executive director of Research Libraries UK (a consortium representing 34 university and other research libraries in the UK). While he welcomed the increased access to research findings, he raised concerns about the initiative’s limitation. “The Access to Research scheme is oddly [restrictive] in its vision, insisting on constraining online electronic information to specific locations at specific times,” said Prosser. “The Internet and mobile revolution gives the intellectually curious access to information when they want it, where they want it.... In a time of public library closures and reduced opening times, these restrictions do nothing to ease the path to knowledge for the reader but are entirely for the convenience of publishers.”

Open access advocate Penny Andrews, a member of the Open Access Button student leadership team, said that the increased access for the public was “a good thing,” though she had concerns about the implementation of the project and the lack of information about alternatives.

Utah School Libraries Recover Funding

Utah’s school libraries are one step closer to getting a \$500,000 in-

News in Brief

The **Wayne State University School of Library and Information Science**, Detroit, has partnered with the **Historically Black Colleges and Universities Library Alliance** to open applications for Project Increasing Diversity of Librarians. Ten minority students will receive full scholarships toward their MLIS degrees.

The **U.S. Merchant Marine Academy**, Great Neck, NY, switched to **Innovative Interfaces’ Sierra Library Services Platform**. It was previously using Dynix Classic from SirsiDynix.

Columbia University’s Rare Book & Manuscript Library, New York, acquired the papers of Russian poet Lev Loseff. The collection includes manuscripts, poems, correspondence, and photographs.

Marvin Memorial Library, Shelby, OH, went live with **Evergreen** on the **Consortium of Ohio Libraries** shared catalog. Evergreen is now used by more than 1,000 libraries.

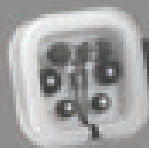
Big Bend Community College, Moses Lake, WA, has named its library after former president Bill Bonaudi. A ceremony was held at the college’s Grant County Advanced Technology Education Center on February 17.

Troy University’s Dothan Campus Library, AL, received the **Alabama Library Association’s Humanitarian Award** for its role in the school’s “Year of Holocaust Remembrance” programs. It will be presented at the association’s annual President’s Reception and Association Awards in April.

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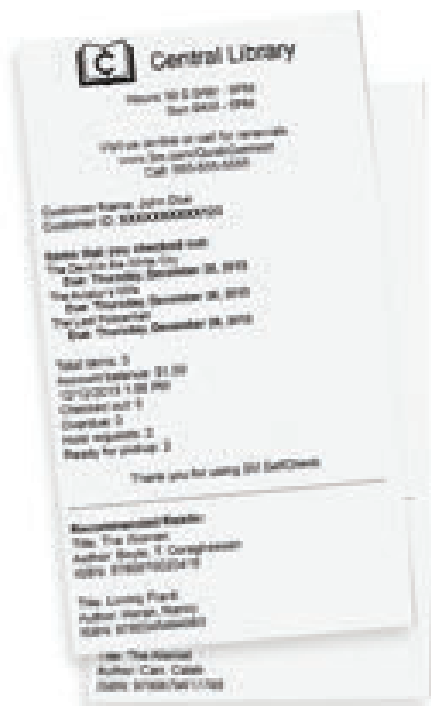
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fusion for new books, materials, and electronic resources for the 2014–15 school year. Even so, advocates aren't letting up anytime soon and continue to push for funds along with increased awareness of school libraries.

"We are still not anywhere close to

being finished," said Rosette Acord, a Parents Advocating Libraries in Schools (PALS) steering committee member, based out of Utah's Wasatch Front area. "But we did make the first hurdle."

Both Acord and Sharyl Smith, a former school district administrator

in Utah, are familiar lobbyists in Salt Lake City, eager to speak to politicians about the need for school libraries—and the need to fund them. For the past few months, the two have pushed for a new line item on Utah's state budget, requesting an additional half a million dollars in annual funds for materials and electronic resources. The current funding is \$550,000 a year, said Smith, down from a one-time high of \$2 million.

Sixty budget requests made their way to a Public Education Appropriations Subcommittee meeting on February 13 in the state capital, the first step toward getting the funding inked into the final budget, which is expected to be completed in March. Acord and Smith attended the February meeting, which ended with their funding item being moved up to item number 22 on the priorities list.

"At first we were on the back side of the paper," Smith told *Hotline*. "Then, the committee voted to move us to the priority list."

Acord and Smith express the need not only to press for school library funds but also to remind lawmakers how crucial the centers are to student learning. The two know that librarians are often not as vocal as they could be about libraries' educational role, and they, too, feel some responsibility for being cheerleaders in their respective positions.

"I think sometimes that libraries are not the squeaky wheel," said Acord, when it comes to lobbying. "So, the first thing we are always doing is an awareness program."

While the funds Acord and Smith are currently requesting wouldn't apply to the staffing side, the two eventually intend to fight for more after they see the results of the current push. The two said they will tie their request into Utah's curriculum overhaul, which involves aligning new lessons with the Common Core State Standards and other standards.

Branching Out



The **Nampa Public Library** (rendering), ID, received a large infusion of cash in its move toward the completion of a new building. The Micron Foundation donated \$380,000 to the project, which held a tree-topping ceremony in December. The money is earmarked for technology and infrastructure upgrades, per KTVB.com. The 62,000 square foot library, nearly three times the size of the existing structure, is part of the city's Library Square Project, also to include retail and office space, a parking garage, and a public plaza. The library will encompass a multipurpose room, an expanded children's learn and play area, a local history room, an enlarged Spanish-language collection, a two-story lobby and exhibit space, and access to the plaza and commercial establishments. The team behind the \$27.3 million facility includes the Gardner Company, Babcock Design, and FFA Interior Design, with ESI Engineering on construction. The project is looking at an early 2015 completion.

The 9,800 square foot **Alexander Hamilton Memorial Free Library**, Waynesboro, PA, is moving forward with renovations, which will include a 9,200 square foot addition over the

existing courtyard. The two-story construction plan has a price tag of \$1.7 million, with \$1 million already in-hand through a bequest from the estate of local resident Donald Nary. A "Bricks.Books.Bytes" fundraising effort has netted another \$200,000. Trees and bricks have been removed from the courtyard

in preparation for the work by GRC General Contractors, according to *Herald Mail Media*. Architects Bushey Feight Morin of Hagerstown, PA, are behind the design. The enlarged area will accommodate a new meeting room, a re-configured historical materials space, a larger children's section, and a new teen zone.

The **Auburn branch** of the Cranston Public Library, RI, reopened on February 10 following a six-week renovation. The facility received a new HVAC system paid for through a voter-approved city bond.

Delgado Community College, New Orleans, broke ground in December on its Park City campus for the new 60,000 square foot **Marvin E. Thames Sr. Resource Center**, according to NOLA.com. The \$14 million building will replace the Moss Memorial Library, which was destroyed by Hurricane Katrina in 2005; it is being funded through the Federal Emergency Management Agency (FEMA). The structure, designed by Sizeler, Thompson, Brown Architects of New Orleans, will also be home to administrative offices, a computer lab, and classrooms.

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Database Marketing Made Easy

I always found it extremely difficult to market databases when I worked in libraries.

It's probably because the approach we took usually consisted of trying to fit the names of all the journals for any given database in a small box on a webpage or in a newsletter. Sometimes we'd get really inventive and list them in alphabetical order with lots of white space between entries. Either way, it made for very boring copy and gave us less than desirable results.

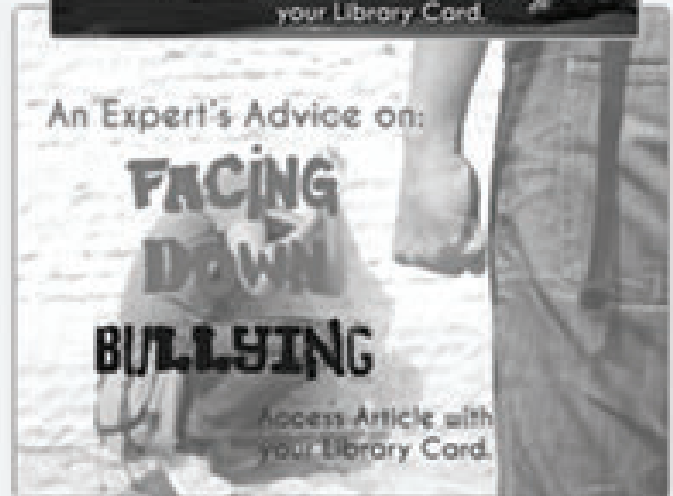
Here's the real problem. The value proposition for our patrons isn't the number of articles found in a database. It is the content -- all of those full-text articles! As my current team develops LibraryAware, we are taking on the challenge of building marketing materials that generate excitement for that database content.

We pulled together database managers, creative designers, brilliant techies, and savvy marketers to come up with an answer. Rather than try to promote a database, we extracted interesting articles and built ad campaigns for them. The results were pretty stunning. We were so excited that we have decided to create ads every month for some of EBSCO's most popular databases and offer them to our LibraryAware users. Each ad will have the article link in place so all you'll need to do is open and publish it. Your patrons will be able to click on the ad and, after authenticating, will be taken directly to the article.

The ads on this page are a small sampling of the materials we've created. If you would like to learn more about this strategy or see more ads, join us for our upcoming webinar on Increasing Database Usage (sign up on our website: www.ebscohost.com/novelist). Hope to see you there! -- Nancy

Nancy Dowd is Product Lead for LibraryAware, a product from NoveList, a division of EBSCO Information Services.

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