

## Beacon Technology from Two Library App Makers

Library app developers Capira Technologies and BluuBeam have separately announced the launch of micro-location information services that will enable libraries to send highly targeted, location-relevant messages to Bluetooth-enabled Android and iOS smartphones. Fans of Apple may be familiar with the technology as “iBeacons,” which have been deployed throughout the company’s network of retail stores since December 2013, and started popping up in major league baseball stadia prior to the 2014 season.

Beacons are small, coin cell battery-powered transmitters that use Bluetooth Low Energy/Bluetooth Smart technology to send information to Bluetooth devices within an adjustable range of one foot to about 250 feet. In a library, a beacon could send a notification about upcoming events for kids as a parent walks into a branch’s children’s area, for example. Messages about upcoming computer courses could be sent via a separate beacon to patrons who enter a library’s computer area.

BluuBeam founder Chris Zabaleta added that giving library users an easy way to forward this info to their

friends can also help a library expand its marketing effort to nonlibrary users within the community.

Independently, Capira Technologies is currently working with two libraries to beta test a new beacon feature for the company’s own customized CapiraMobile app for libraries. Capira’s beacons will offer general notifications, and since CapiraMobile is already designed to communicate with a library’s ILS in order to support functions such as self-checkout and patron record notifications, its beacons will also be able to send personalized messages to individual patrons when they are in range.

As well, CapiraMobile integrates with many event calendar platforms, which will enable automated beacon updating whenever these calendars are changed, Michael Berse, managing member and lead software engineer for Capira, said.

Patrons must actively choose to receive messages from either service. In BluuBeam’s case, patrons will need to download the free app from the iTunes or Google Play store. With CapiraMobile, patrons may already have their library’s app installed on their phones, but after applying an update, they will be prompted to opt in or opt out of the beacon service. Unlike with

## Interview

### Sarah Sagmoen



In our latest In-Depth Interviews with *Library Journal* 2014 Movers & Shakers from academic libraries, we spoke with Sarah Sagmoen, learning commons and user services librarian, Brookens Library, University of Illinois, Springfield.

#### What projects are you working on right now?

We’re revamping our student employment model. Previously we looked at [them] as a benefit for the library, and we turned it around to really teach them. We created two student manager positions and a circulation training module.... They’re learning how to do research better to help other students at the desk, but they also take it back into the classroom.

#### What advice would you give new librarians who want to be library leaders?

Follow your passion. We’re told to have these five-year plans, but you just don’t know what’s coming down the pipeline. Keep your eyes and ears open, and if something that you think is cool—or that you’re excited about—happens in front of you, take advantage of it, just roll with it.

Photo by Janelle Gunsey.

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## LibraryAware Community Award

The LibraryAware Community Award emphasizes a library’s engagement with its community and recognizes a library or library system that has demonstrated the ability to make its community “aware” of what the library can do—and delivered on that promise. The award will be given by *Library Journal* and funded by LibraryAware, a product of EBSCO Publishing’s NovelList Division. *Postmark deadline: January 19, 2015.*

[lj.libraryjournal.com/awards/libraryaware-community-award](http://lj.libraryjournal.com/awards/libraryaware-community-award)

Apple iBeacon, or Samsung's new "Proximity" branded Bluetooth beacons and apps for Android devices, users will not receive messages in retail environments once they have installed or enabled these apps.

Both the CapiraMobile and the BluuBeam systems can be set up to send each new notification to a

## People

**Chris Bourg** was named Director of MIT Libraries, Cambridge, MA, effective February 2015. She is currently Associate University Librarian for Public Services at Stanford University, CA.

**Donna W. Howell** retired as Director of the Mountain Regional Library System, GA. She had worked in the field for 33 years.

**Shayna Muckerheide** was named Public Services Manager at the Cleveland Public Library's Lorain Branch. She was previously Technical Services & Special Projects Manager at Bellevue Public Library, OH.

**Jon Pott** announced his retirement as Vice President and Editor in Chief of Wm. B. Eerdmans Publishing Company, effective June 30, 2015. He first joined the company as an Editor in 1968.

**Jane Sánchez** was named Chief of the Humanities and Social Sciences Division at the Library of Congress. She was previously Director of Library Services and Content Management at the Government Printing Office.

**Jay Turner**, Director of Continuing Education at Georgia Public Library Service, Atlanta, received the 2014 Nix-Jones Award from the Georgia Library Association for substantial contributions to the library profession.

**Candace Worrell** was appointed Children's Librarian at the Cherry Hill Public Library, NJ. She previously held the same title at Camden County Library System, NJ.

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unique device only once, so patrons won't be bombarded with multiple, redundant announcements.

Patron privacy may be another point of concern for librarians and some patrons. Currently, BluuBeam works with a simple online portal that enables libraries to update messages for each of their beacons and set other protocols when needed. The BluuBeam system does not communicate with a library's ILS, event calendar, or other software. A beacon does capture the unique device identifier (UDI) of each Bluetooth device that it interacts with, enabling it to track how many devices have been "pinged" and to prevent it from sending duplicate messages to the same device. However, Zabaleta said that BluuBeam does not retain UDI numbers.

By contrast, the CapiraMobile app is already integrated with many ILS systems and event calendar platforms. This enables more functionality, such as notifications sent to specific patrons regarding items coming due or holds available for pickup. Aware that some patrons may be concerned about having a third-party app retrieve and transfer that information, Berse said that Capira had a legal team write a privacy policy that will explain exactly how patron information is being handled.

BluuBeam devices are available for \$150 each and come with a one-year license to use the company's online portal/admin panel to update the messages for each beam. CapiraMobile's iBeacons will be available as an add-on feature for CapiraMobile libraries beginning early in Q1 2015.

## ACLU: TN Tech Policy Blocks Students' Rights

A wide-ranging technology acceptable use policy for students in a Tennessee school district has led to accusations by the Electronic Frontier

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Foundation (EFF), a nonprofit digital rights group, and the American Civil Liberties Union (ACLU) that the district is violating students' free speech and constitutional rights not to be searched.

In October, the EFF received notification from Todd Pomerantz, a parent in the Williamson County Schools district (WCS), TN. Pomerantz had recently reviewed the district's Acceptable Use, Media Release, and Internet Safety Procedures. His signature was required in order to allow his daughter to participate in school activities on campus computers.

Pomerantz's concerns with the policy led him not to sign the form, and as a consequence, his daughter was denied participation in a class assignment. At issue for Pomerantz were the policy's statements that appear to put constraints on students' constitutional right to free speech and



## Paralibrarian of the Year

The 2014 Paralibrarian of the Year is Clancy Pool. *Library Journal* will honor one support staffer with the 16th annual Paralibrarian of the Year award, sponsored by DEMCO, in its March 1, 2015, issue.

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suspicionless searches. The acceptable use statement maintains that students in grades three to 12 may bring their own technology (BYOT) to WCS campuses and also that "the school district may collect and examine any device at any time for the purpose of enforcing the terms of this agreement, investigating student discipline issues, or for any other school-related purposes."

After reviewing Pomerantz's letter, the EFF staff sent information

about WCS's tech policy to the Tennessee branch of the ACLU (ACLU-TN). Thomas Castelli, ACLU-TN legal director, then penned a letter to WCS board members and the school system's superintendent, Mike Looney, outlining what the ACLU says are breaches of constitutionality. In defending students' constitutional rights on campus, the ACLU called up a 1969 legal precedent protecting students' constitutional rights within school grounds. In that case, re-



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## Teen Girl Wins Minecraft Hunger Games Tourney

Ninety-two libraries worldwide participated in the Minecraft Hunger Games (MHG) tournament on the seventh annual International Games Day (IGD), sponsored by the American Library Association (ALA) on November 15. At the end of the event, Catherine, age 13, representing the Providence Community Library (PCL), had captured the title of IGD's Minecraft Hunger Games world champion.

Ed Graves, a librarian at PCL who organized this year's MHG tournament at the Rochenbreaux branch, said the winner, an eighth grader at Nathan Bishop Middle School in Providence, is one of the library's "regular after-school gamers." She also belongs to the library's after-school *Minecraft* gaming club.

*Minecraft* is a huge part of this generation's culture and an effective way to hook young patrons, explained Eli Neiburger, deputy director of the Ann Arbor District Library (AADL), MI, who helmed this year's MHG event. "[Minecraft is] closer to computer programming than any other game," he said.

In partnership with the Australian Library and Information Association (Australia's version of ALA) and Nordic Game Day (sponsored by Nordic libraries), IGD invites libraries from around the world to showcase their gaming programs and services, including board games and digital games, to encourage patrons to interact with a diverse group of peers, share their expertise with others, and develop new strategies for gaming and learning.

Diane Robson, director of ALA's Games and Gaming Round Table (GGRT), tried to recruit libraries in regions that hadn't been active in IGD before, including China and parts of Eastern Europe, but she wasn't able to get them on board this year. One obstacle to recruiting libraries in other countries is that IGD's pitch letter and its website are both available only in English.

For this year's MHG tournament, participating libraries—70 from North America, 11 from Europe, and 14 from Australia—selected their two best players, one boy and one girl, to fight for their library's honor.

Based on the popular commercial online construction game *Minecraft*, Minecraft Hunger Games (also referred to as Minecraft Survival Games) is a mashup of *Minecraft* with tropes from "The Hunger Games" series.

According to Neiburger, to participate in the games each library registers as a "district" with its own specialty. Then during the week leading up to IGD, this year November 10–14, each library conducted "reapings," or MHG matches, to decide who their "tributes" from each region would be.

"On [November 15], we had regional semifinals," said Neiburger, at which the winners from each region—i.e., Northeast, Southwest, etc.—played each other. Those winners will move on to nationals and then advance to internationals. Participating in IGD, kids work to improve at the games used in the event, a feedback loop that many don't get to achieve in the school system, argued Neiburger, who said the confidence transfers to other areas.



Minecraft Hunger Games participant Messiah (l.) and its new world champion, Catherine (r.), at the Providence Community Library.

lating to free speech, the Supreme Court ruled that Iowa students were allowed to wear black arm bands to support the anti-Vietnam War effort.

"My daughter shouldn't have to trade away her rights to free speech and privacy just to get a quality education," Pomerantz stated in an ACLU media release.

WCS's acceptable use policy also grants the school the option to install a mobile device management client "for the purpose of managing the device while on the WCS network." Castelli's letter to the WCS board noted that the policy "permits a search of any BYOT device...whether or not the interest underlying the search is important or compelling. The policy also places no limits on the type of data that can be extracted from the device during the search or how the data can be used." He concluded that there is potential for "arbitrary and abusive" use of these searches.

WCS policy rules about social networking among students on and off campus also concerned Pomerantz. "Students participating in any social media site are not permitted to post photographs of other students or WCS employees without permission from a teacher or administrator," according to the WCS policy. "Students are subject to consequences for inappropriate, unauthorized, and illegal use of social media."

Jamie Williams, Frank Stanton legal fellow at the EFF, pointed out that students must sign off on all aspects of the district's tech policy in order to participate in school activities on school computers.

In his letter to Looney and the WCS board, Castelli wrote that "denial of participation in WCS's computer and Internet program does not merely deny students a benefit, it denies them an equivalent education."

During a WCS board policy committee meeting on November 3, the

policy did not appear on the formal agenda, according to Lindsay Kee, communications director for ACLU-TN. Leading up to a board meeting on November 17, Williams said he hoped for a “quick conclusion” and an immediate recall of the policy. As of November 21, he had not heard from WCS.

## S. & S. Drops “Buy It Now” Requirement

Publisher Simon & Schuster (S. & S.) has announced that it will no longer require libraries to offer a “buy it now” option with the publisher’s ebook titles. In June 2014, following the conclusion of an extensive one-year pilot program, S. & S. became the last of the Big Five publishers to enable libraries to license its ebook titles. However, in a move that elicited criticism from many librarians, the publisher required participating li-

braries to make S. & S. titles available for patrons to purchase through the library’s website via OverDrive’s Library BIN (Buy It Now) option, 3M’s Buy and Donate option, or through Baker & Taylor’s MyLibraryBookstore customized e-commerce sites. In a statement to the press on November 20, S. & S. president and CEO Carolyn Reidy indicated that the requirement was being dropped after receiving feedback from libraries and that S. & S. hoped that library customers would continue to consider incorporating “Buy It Now” options in the future.

“Since we first began offering ebooks to libraries, we have been gratified by the enthusiastic response and valuable feedback we have received from our partners in the library community,” Reidy said. “We very much look forward to serving the broadest possible segment of the library com-

munity in order to bring our ebooks to their patrons, while at the same time we hope libraries will consider ‘Buy It Now’ as a new and viable option to generate revenue for the library and provide a service for their patrons.”

The American Library Association (ALA) praised the move. ALA president Courtney Young stated that the organization appreciated that the publisher was now offering libraries a choice.

“Providing options like these allows libraries to enable digital access while also respecting local norms or policies,” said Young, a *Library Journal* Mover & Shaker.

The initial requirement, and the move to scrap it, are another sign that “publishers and libraries still haven’t figured out quite how to partner,” consultant and former Douglas County Libraries, CO, director Jamie LaRue told *Hotline* in an email. S. & S. “came late to the ebook game with

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libraries. When they did start selling to us, their insistence that libraries sell to consumers what S. & S. used to not sell to libraries at all smacks of arrogance—and a fundamental misunderstanding of library culture.”

LaRue believes that there remains a great deal of potential for

ebook sales partnerships between libraries and publishers, if publishers are willing to work with libraries in more creative ways and to invest in “thoughtful, effective marketing.”

“For instance, we know that displays move materials.... Suppose that S. & S. rolled out a large touch screen

prepopulated with their [ebook] content,” LaRue suggested. “Suppose they provided these to libraries? And suppose that patrons could buy the book, at Amazon-competitive prices, then give the book to the library when they were done? This would both promote sales and make patrons feel good about the purchase. They would see their money stay in their community instead of going to the big conglomerates.”

Carolyn Anthony and Erika Linke, cochairs of ALA’s Digital Content Working Group, also noted that libraries and publishers alike are “still in the early days of this digital publishing revolution, and we hope we can cocreate solutions that expand access, increase readership, and improve exposure for diverse and emerging voices.”

## St. Louis Librarian Offers LibGuide on Ferguson

People at her school were on edge. So said Katie Voss, a high school librarian at Mary Institute and St. Louis Country Day School (MICDS), about the uncertainty in anticipation of a grand jury decision on whether to indict a white police officer for shooting to death unarmed black teenager Michael Brown in August.

School administrators were trying to prepare for what might happen following the decision, she said, and on November 17, Gov. Jay Nixon declared a state of emergency.

The shooting has opened a topic of conversation that is “difficult to talk about in class,” according to Voss. “Teachers are talking about it more [now], and since the shooting, the school’s director of diversity held a Ferguson Fireside Chat, in which students were invited to talk about what they’ve seen in the media [since Brown was killed].”

As for herself, Voss explained that the shooting and its aftermath had

## Branching Out



The East Branch (pictured) of the Milwaukee Public Library reopened in its fifth location on November 22. Part of a five-story multiuse project that includes residential and commercial space, the 18,000 square foot library features daylight-filled open areas, comfortable seating, meeting rooms, a community room, and a fireplace. Designed by HGA Architects, the \$3.9 million facility includes a laptop counter composed of beams from the demolished 1968 structure, according to the *Journal Sentinel*. The new library incorporates public art that features a topographical map by Kathryn Martin and adhesive murals by Santiago Cucullu.

Will it or won’t it? The question is whether the 1995 44,000 square foot **Howard Miller Library and Community Center** in Zeeland, MI, will be remodeled. The city put out requests for proposals (RFPs) from architectural firms that are due on December 12, according to the *Holland Sentinel*. The intent is to find more usable space throughout the building, especially in the basement and on

the second floor, but reconfiguring ground-floor areas would also come into play.

Another project looking for a home is the brand new **Greenfield Public Library (GPL)**, MA. Originally a private home that is now on the National Register of Historic Places, the 11,000 square foot library hasn’t been expanded since 1908.

Serving a population of more than 17,000 people, the library should encompass 30,000 square feet, Library Director Ellen Boyer was quoted as saying in the *Recorder*. The restrooms are not wheelchair accessible, nor is the area housing the public access computers. A \$50,000 planning and design grant from the Public Library Construction Program could move the project forward. The design portion of the plan will take two to three years, per the *Recorder*. Following that, the town would need to win a much more competitive construction grant to see the project through. All told, the process to a new GPL could take ten years.

Joining forces in Atlanta, **Emory University** and the **Georgia Institute of Technology** are looking to break ground on Emory’s Briarcliff Road campus for a new library to be shared by both schools, according to the Associated Press. The majority of Georgia Tech’s holdings will move to the new building. Both institutions see the project as a means to free up space for other uses.

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initially made her feel “helpless”—and also forced her to examine what she could do.

“As a librarian, I always feel like I have to share what resources are out there and the best of what is out there.”

Voss has created a LibGuide, an online resource containing related articles, books, Gale databases, and more, providing information on the Brown shooting and its aftermath for the teachers at her school.

“This isn’t just [about] the Michael Brown shooting. People can consider this [incident] 50, 100 years, or more in the making,” she said.

## Surprise Win at National Book Awards 2014

On Wednesday, November 19, the National Book Foundation (NBF) hosted the 2014 National Book Awards (NBAs) at Cipriani Wall Street in lower Manhattan. The evening featured a surprise win in fiction for Phil Klay’s *Redeployment* (Penguin Pr.), a first book of stories by a former U.S. Marine who was stationed in Iraq for 13 months as a public affairs officer. Other fiction finalists looked as if they had an edge—for instance, Marilynne Robinson, up for *Lila*, has been a fiction finalist twice and a nonfiction finalist once.

Still, Klay’s accomplished stories of life in battle and afterward received considerable praise since the book’s publication. Not only was it a Barnes & Noble Discover Great New Writers selection and a *New York Times* best seller, but Klay was a 2014 NBF 5 Under 35 honoree.

Other winners were less surprising, if certainly satisfying. Jacqueline Woodson, who won the Young People’s Literature Award for *Brown Girl Dreaming* (Nancy Paulsen: Penguin), has been an NBA finalist twice before and had an indisputably large cheering section at the event. Lou-

**EBSCO Information Services** has partnered with **Karolinum Press** to include Czech titles to the former’s **EBSCO eBooks**. More than 150 titles will now be offered through the platform.

**Lexington Public Library**, KY, received two awards from the Kentucky Historical Society: an Education Award for its ebook version of *The Real Madeleine Pollard* by Agnes Parker and a Publication Award for creating the interactive Central Kentucky Cemeteries Map.

Publisher **Adam Matthew** launched the final section of Mass Observation Online, a digital archive of British social history in the 20th century. The project took seven years to complete.

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ise Glück, the 12th Poet Laureate of the United States and a Pulitzer Prize and National Book Critics Circle Award winner, finally (and tearfully) won the Poetry Award for *Faithful and Virtuous Night* (Farrar) after having been an NBA finalist three previous times.

Evan Osnos, the Nonfiction Award winner for *Age of Ambition: Chasing Fortune, Truth, and Faith in the New China* (Farrar), currently a *New Yorker* staffer, was Beijing bureau chief of the *Chicago Tribune*, where he contributed to a series that won the 2008 Pulitzer Prize for investigative reporting.

The evening opened with sharp reminders of the value of books beyond glittery awards. The Literary Award for Outstanding Service to the American Literary Community went to Kyle Zimmer, founder of First Book, a Washington, DC-based nonprofit that since 1992 has distributed 120 million books to impoverished children worldwide at little or no cost.

In accepting, Zimmer spoke eloquently of the importance of bring-

**SirsiDynix** has made its **Buy It Now** service, which allows patrons to purchase materials from outside retailers through a library’s website, available for all Horizon Information Portal (HIP) and e-Library users.

**Netherlands Institute for Art History**, The Hague, has partnered with the **Corning Museum of Glass’s Rakow Research Library**, NY, to digitize the archive of glass artist Sybren Valkema (1916–96).

**Wellesley Free Library**, MA, received the first ever Stronger Together Award from the **Massachusetts Library System (MLS)**. It was presented during MLS’s annual business meeting in November.

ing together books and needy children, pointing out that 45 percent of children in this country are raised in homes that are poor or near poor and that 80 percent of such children read below proficiency level, creating a situation that is very much like a “permanent recession.”

Ursula K. Le Guin, winner of the Medal for Distinguished Contribution to American Letters, threw down an even greater challenge to the audience. After proclaiming of the award “I rejoice at accepting it for, and sharing it with, all the writers who were excluded from literature for so long”—that is, fantasy writers like herself—she went on to deliver a spirited attack on the market forces that dominate publishing today.

If Le Guin made the gathered publishing dignitaries uncomfortable with her admonishments (and there were uncomfortable stirrings, along with scattered applause), at least one person yelled out, “I love you.” And what’s not to love about an author who proclaims, “But the name of our beautiful reward is not profit. Its name is freedom.”



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