

**Conference on the Ice:
 ALA Midwinter 2015**

While the American Library Association (ALA) conferences held in Chicago commonly see some of the highest attendance thanks to the association’s hometown’s central location, winter weather hitting Sunday of this year’s Midwinter Meeting made that something of a mixed blessing—more than 19 inches of snow fell between Saturday night and Monday morning. While many locals stayed home (and perhaps watched the Super Bowl) and a few out-of-towners were able to beat the storm by departing early, many librarians and vendors were snowed in. Some 1,500 flights arriving and departing Chicago’s airports on Sunday and Monday were canceled, forcing conferencegoers to stay one, two, or even three days longer than originally intended.

Before the blizzard, though, Friday and Saturday saw robust traffic and a bumper crop of news. Among the many announcements, ALA partnered with the Book Industry Study Group (BISG) to study the behavior of library patrons, including their use of digital resources—joining efforts like those from the Pew Internet & American Life Project and *Library Journal’s*

(*LJ*) *Patron Profiles*. This marks the first joint survey by the organizations, and results will be released at ALA’s annual conference in June in San Francisco. The Knight Foundation revealed the winners of its library-focused News Challenge (see p. 4).

Among other notable industry news, EBSCO debuted Explora, a new EBSCOhost user interface for public and school libraries. Ingram heralded its entry into the library collection analytics market, “powered by” Above the Treeline’s Edelweiss, heretofore best known to the publishing side of the book ecosystem. (For more on this, see *LJ’s* interview with Ingram’s newly named president and COO Shawn Morin, at right.) And ProQuest announced a time frame for the long-awaited integration of its two ebook platforms—ebrary and EBL—into the new ProQuest E-Book Central, to debut this summer.

For those who made it to McCormick Place convention center, the show bravely went on Sunday and Monday. Highlights included a stimulating dialog, A Conversation on Equity, Diversity, and Inclusion, convened by the Taskforce on Equity, Diversity, and Inclusion (which was established in the wake of controversy about holding ALA annual 2016 in

Interview

Shawn Morin

Shawn Morin was named president and COO of Ingram Content Group on January 6. He



joined the company in 2009 as chief information officer and served as COO since June 2012, managing the firm’s commercial activities, systems, and operations.

How have industry shifts changed the way you do business with publishers?

Our relationship with publishers over the last ten years has gone from more of a vendor relationship to a partnership-type relationship. As you can imagine, they’re going through a lot of transformation and metamorphosis, and so are we. So it’s really good to work together with them on a strategic basis and figure out what the best path going forward is.

How has Ingram’s relationship to libraries changed over the past five years?

Libraries are under a lot of pressure. They have to change, like everybody else in the industry, to remain relevant and...do it with smaller budgets. That’s what we talk to libraries about: how Ingram’s services, technology, whatever we have at our disposal, can help libraries be more efficient and run their business better and then provide other avenues for potential revenue.

≡ INSIDE ≡

- Libraries After *Charlie Hebdo*2**
- Knight News Challenge Winners4**
- Texas School Book Challenge5**
- Black Story Time in Multnomah5**
- Walter Award Submissions Open7**

Your Library Could Be a New Landmark

Was your library built, expanded, or renovated between 2010 and 2014? Does it demonstrate excellence in design and construction, response to community context and constraints, sustainability, functionality, innovation, beauty, and delight?

Library Journal is proud to announce our latest round of the New Landmark Libraries series. We are accepting submissions now through March 31, 2015.

For more information, visit libraryjournal.submittable.com/submit

Orlando, FL, despite the state's application of its Stand Your Ground law). RSVPs for the event were so much more numerous than predicted that it had to be moved to a larger room. The ALA Office for Information Technology Policy convened a panel of library leaders for a thought-provoking discussion of the Policy Revolution! Initiative behind its strategy to advance national policy. Other noteworthy moments included Monday's 6:30 a.m. Martin Luther King Jr. Holiday Observance and Sunrise Celebration, with a keynote by Cornel West, followed by the Youth Media Awards and, later, a packed-room speech by Scott Bonner, director of the Ferguson Library, MO.

Watch for more Midwinter news as it thaws.

Libraries After *Charlie Hebdo*: Potential for self-censorship

On January 7, two masked gunmen forced their way into the Paris offices of the satirical French magazine *Charlie Hebdo*, killing 12 people and wounding 11 others. The perpetrators, who identified themselves as belonging to al-Qaeda's faction in Yemen, led police on a manhunt across Paris and were found and killed two days later. The tragic chain of events shocked and horrified the world but also served as a cogent reminder that many of the materials safeguarded by librarians and archivists represent ideas that hold powerful meaning for people and can even move them to violence.

The magazine had been the target of violence before. In 2012, after publishing an issue that claimed to have been guest edited by the Prophet Mohammed himself, titled "Charia Hebdo," its offices were fire-bombed and its website hacked.

Although since that time no public or academic libraries have re-

ceived threats, the danger presented by the *Charlie Hebdo* attack may have more wide-ranging repercussions.

Peter Hart, communications director, National Coalition Against Censorship, suggested that one possible reaction among the library community is that "people will just make the assumption: 'remember what happened in Paris, we have to be extra careful to not do anything that could provoke that kind of vicious and despicable attack.' And that's a dangerous moment to be in, because you have to look at those things as remarkable outliers and tragedies. If lightning hits a forest and a tree falls down, that doesn't mean you go out and chop down all the trees because you're worried about the next lightning strike."

THE POWER OF CARTOONS, PRINT

Although written texts often evoke strong, sometimes contentious reaction, political cartoons and caricatures can be equally incendiary.

In 2005 the Danish newspaper *Jyllands-Posten* published a collection of 12 editorial cartoons by different artists, most of them depicting Mohammed, creating an image of whom is considered blasphemous by many in the Islamic tradition. Protests occurred in a number of Muslim countries, many of which turned violent. Embassies were attacked, and some 200 deaths were reported. In 2010 four men were convicted of planning a terrorist attack against the newspaper in revenge for the cartoons' publication.

The cartoons were reprinted in newspapers and magazines worldwide, including *Charlie Hebdo* in 2006. When Yale University Press published a book on the subject in 2009, *The Cartoons That Shook the World*, it included none of the cartoons themselves.

The controversy spurred the Danish Royal Library to conduct an eval-

PUBLISHED WEEKLY BY
Library Journal & School Library Journal

VP, Group Publisher Ian Singer
Editorial Director Rebecca T. Miller
Editor Lisa Peet

Contributing Editors
 Mahnaz Dar, Kate DiGirolomo, Matt Enis,
 Bette-Lee Fox, Lisa G. Kropp,
 Meredith Schwartz, Carolyn Sun

Art Production Designer
 Josephine Marc-Anthony

Creative Director Mark Tuchman

TO CONTACT HOTLINE:

Editorial

Phone: (646) 380-0700

Fax: (646) 380-0756/0757

E-mail: LJHotline@mediasourceinc.com

123 William Street, Suite 802,
 New York, NY 10038

Advertising

Roy Futterman or your LJ rep

Phone: (646) 380-0718

rfutterman@mediasourceinc.com

Classified

Howard Katz, Classified Manager

Phone: (646) 380-0730

Production

JoAnn Powell, Production Manager

Phone: (646) 380-0741

Subscriptions

Phone: 800-588-1030

www.libraryhotline.com/sub

Outside U.S.

760-317-2332

LIBRARY HOTLINE (ISSN 0740-736X) (RPUSA 123397467) is published weekly (every Monday except on the two Mondays nearest to the year-end holidays) by Library Journals, LLC, 123 William Street, Suite 802, New York, NY 10038. Randy Asmo, Chief Executive Officer; Ian Singer, VP, Group Publisher. Library Hotline is a registered trademark of Library Journals, LLC. All rights reserved. Printed in the USA. SUBSCRIPTION: \$119.99 per year, Canada \$159.99, Other (incl Air) \$159.99, Single Copy (U.S.) \$5.95, and Single Copy (all other) \$10.00. POSTMASTER: Send change of address to Library Hotline, PO Box 460483, Escondido, CA 92046-9803 Telephone 800-588-1030 Outside US 1-760-317-2332.

Printed in the U.S.A.

INSTANT STREAMING FOR ANY SIZED LIBRARY.



Millions of Songs

Including today's top hits.

Thousands of Movies

Featuring content that is updated monthly.

All Your Patrons

Unlimited simultaneous access.

All The Time

Exclusive content with mobile applications.

For Only Pennies Per Stream

The only service that allows you to serve all your patrons for a flat annual fee.

freegal

Member of the family  library ideas

Email today for a free demo and time sensitive pricing opportunities
info@libraryideas.com | www.libraryideas.com

uation of its collection policies, concluding that coverage of Muslim communities and ethnic minorities in Denmark needed to be increased. In 2008 the Royal Library met with several Muslim organizations.

A DEFENSIVE STANCE

In the past decade, publishers have found themselves on the defensive over divisive material. Several have acquiesced to demands that they pulp or withdraw books considered offensive.

In 2007 Cambridge University Press was sued by Saudi businessman Sheikh Khalid bin Mahfouz over his family's portrayal in *Alms for Jihad*, an exploration of the connections between Islamic charities and terrorism. The publisher agreed to pulp all unsold copies, even going so far as to ask libraries either to insert an errata slip in their copies or remove the book from their shelves entirely. Libraries responded by placing the book on hold or behind the reserves desk.

Librarians are accustomed to arguments involving challenged books, or certain kinds of content, "but it's very different to have these discussions when people feel like their lives are at stake," the National Coalition Against Censorship's Hart explained. "That's a much more harrowing kind of experience. Hopefully...people over the weeks and months to come will remember that there have been threats in the past, there have been controversies in the past, and that the ability to have a rational and productive conversation is how we've been able to move through these things. And that shouldn't change."

Knight News Challenge Winners Announced at ALA

On January 30, the John S. and James L. Knight Foundation (KF) announced at the American Library Association (ALA) Midwinter Meeting in Chicago the 22 winning projects for

its Knight News Challenge on Libraries. A total of \$3 million will be distributed among the recipients, representing libraries and organizations from across the United States, with a wide range of innovative ideas to advance the mission of libraries.

The projects were divided into two categories. Eight ideas in the later stages of development will each receive between \$130,000 and \$600,000; each of 14 early-stage concepts will get \$35,000 through the Knight Prototype Fund. The eight projects are:

- **Culture in Transit** from Metropolitan New York Library Council, in partnership with Brooklyn Public Library and Queens Library, will develop and implement a mobile kit to scan and digitize communities' historical materials for public archiving.
- **Space/Time Directory** from the New York Public Library will work with local communities and technologists to turn historical maps and other library collections into an interactive directory for the exploration of New York across time periods.
- **Library for All: Digital Library for the Developing World** is a program to provide books and educational content to libraries and schools across the developing world through a digital platform designed specifically for low-bandwidth environments and accessible on mobile devices.
- **Open Data to Open Knowledge** from the City of Boston will turn Boston's open city data collection into an accessible resource by working with the Boston Public Library on cataloging and searchability.
- **Activating the Public Library** from Peer 2 Peer University plans to support online learners by organizing in-person study groups in local branches of the Chicago Public Library system.

People

Gregg Dodd, Director of Marketing, Columbus Metropolitan Library, OH, has expanded his role to serve also as Director of Development & Affinity.

Frederick J. Kirby announced his retirement as Director of the Benton Harbor Public Library, MI, effective at the end of February. He has held the position for nearly 33 years.

Lynne Michaels retired as a Library Group Manager at Washington County Library, MN. She worked for the library for 29 years.

Donald Napoli announced his retirement as Director of St. Joseph County Public Library,

South Bend, IN, effective June 30. He has been in the position for more than 37 years.

Mary Ellen Nichols retired as Supervisor of Adult Services at the Berea Branch of Cuyahoga County Public Library, OH. She has been with the library for 26 years.

Trevor Owens was named Senior Program Officer, National Digital Platform, at the Institute of Museum and Library Services, Washington, DC. He was previously Digital Archivist with the National Digital Information Infrastructure and Preservation Program in the Office of Strategic Initiatives at the Library of Congress.

In Memoriam

Janice Eifling, retired Scientific Librarian at the U.S. Department of Agriculture National Centers for Animal Health, Ames, IA, died on January 16. She was 68 years old.

Send People notices to LJHotline@mediasourceinc.com

- The Internet Archive (IA) will work to provide a user-friendly interface for the creation and sharing of global collections of cultural material on IA.
- The Library Freedom Project will provide librarians and patrons with tools and information better to understand their digital rights through a series of privacy workshops for librarians.
- Measure the Future from Evenly Distributed is developing open hardware to help libraries track data and usage information about their physical spaces.

Prototype projects were highlighted as well, including such diverse proposals as a Maker tool circulating kit; a model for archiving and preserving digital journalism; a program to connect people looking to learn a skill with experts in their neighborhood; a location-aware mobile app to share African American history and link to library resources on the subject; and the development of a co-working space within the library for freelancers, entrepreneurs, and innovators. Nearly all of the proposals and prototypes involved some form of collaboration.

The News Challenge for Libraries was announced in September 2014, asking applicants to answer the question: How might we leverage libraries as a platform to build more knowledgeable communities?

Some 680 submissions were received, out of which KF's panel of advisers named 41 semifinalists in October. Winners will present their projects at the ALA annual conference in San Francisco in June.

Two Books Challenged Again in Texas Schools

Two books that were suspended from Texas's Highland Park High School's (HPHS) Approved Book List in September 2014 are now being re-

Black Story Time Flourishing at Multnomah County Library

Should libraries offer programs geared to one culture? Youth librarian Kirby McCurtis, who started "Black Storytime" at Multnomah County Library (MCL), Portland, OR, declared the answer a resounding "yes."

Back in 2012, MCL kicked off its first Black Storytime program. Focus groups with parents and community leaders had revealed that patrons wanted more books and services that would reflect and promote the richness of African American culture and experiences. In addition, a 2011 MCL study showed that the library was underused by the black community.

Three years later, Black Storytime is thriving. Programs have spread to an additional two libraries in the 19-branch system, with weekly drop-in sessions on Saturday mornings scheduled in two branches and on Sunday afternoons in another.

When it comes to advertising and outreach for the program, McCurtis explained, MCL maintains a directory of local black-owned businesses, and she regularly sends flyers and updates to them to spread the library word.

Residents learn about the programs at hair salons, barber shops, real estate offices, a local bookstore, and other places around the city.

The library also has a great relationship with the *Skanner*, a local, black-owned newspaper, and KBOO, a community radio station. While these ties help with promotion and publicity, McCurtis seemed most impressed by how story time attendees talk up the program.

"Black Storytime is being spread by word of mouth," she said. "I constantly have parents telling me that they have invited their friend, coworker, or neighbor to join in, and the program has grown and keeps growing."

McCurtis seeks titles featuring African American children, such as Misty Copeland's *Firebird* (Penguin, 2014), Marc Taus's *Superhero* (Scholastic, 2005), and Anna McQuinn's *Leo Loves Baby Time* (Charlesbridge, 2014). She pairs books with movement activities, fingerplays, and songs, such as Ella Jenkins's "This-a-Way That-a-Way" or Ziggy Marley's "Ziggy Says." Often, the 30- to 45-minute session ends with group activities such as block play or crafting.

While the target age range for the program is early childhood, McCurtis likes to cast that wider, "controlled chaos" net, advertising a birth through six-year-old range.

Indeed, one of the long-term goals of Black Storytime is to create lifelong library users—and perhaps even inspire a librarian or two in the making. McCurtis explained, "I think it is important for children of color to see me in my role as a librarian, because there aren't many people of color in our profession."

Having the right staff member lead this program was critical to its success. "I think what people value the most at Black Storytime is the fellowship," McCurtis explained. MCL has been proactive in regard to their hiring process, creating specialty job descriptions around languages and cultures that are represented in the larger Portland community.

"At story time, there is plenty of time for adults and kids to get to know each other and find common interests—even if it is just in the raising of their child," she continued. "This happens quite a bit at Black Storytime, because this might be the only time a family [spends time with] another African American family during their week. . . . We're building community."



MCL's Kirby McCurtis

challenged. *The Working Poor: Invisible in America* (Knopf, 2004) by Pulitzer Prize-winning journalist David K. Shipler and Garth Stein's *The Art of Racing in the Rain* (Harper, 2008) were among seven books that were banned from use at HPHS, only to be reinstated a week later.

The high school is part of the Highland Park Independent School

District (HPISD), outside of Dallas, and the two book challenges are part of an ongoing debate over the district's book selection policy and how much influence parents should have in it and in the curricula.

In mid-December, a parent from Highland Park "lodged a formal challenge with HPISD [for] the book *The Working Poor: Invisible in America*,"

according to Lynn Dickinson, a parent and a member of HP Kids Read (HPKR), described as "a group of parents dedicated to protecting educational and academically challenging literature in the HPISD classrooms" on its website. *The Art of Racing in the Rain* was also challenged at that time.

HPKR had been going head-to-head with opposition group Speak Up for Standards (SUFSS), the latter of which began an email campaign last spring to remove what the group deemed as "offensive" and "vulgar" reading material from the high school's Approved Book List. The campaign sparked a chain of book challenges, which eventually led district superintendent Dawson Orr to initiate revisions to the district's materials selection policy.

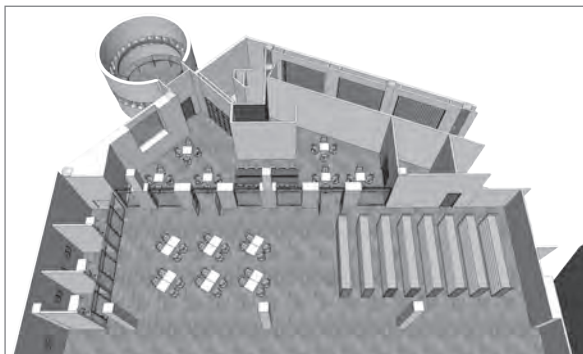
The Working Poor, taught in AP English III, covers subjects of America's impoverished and addresses abortion and past sexual traumas. The work of nonfiction had originally been one of the seven book titles suspended from HPHS's book list (later reinstated), which included Sherman Alexie's *The Absolutely True Diary of a Part-Time Indian* (Little, Brown, 2007) and John Green's *An Abundance of Katherines* (Dutton, 2006).

"Considering that [*Working Poor* author Shipler] has a new book coming out about the freedom of speech, I find it rather ironic his book is being challenged," said Kristin Pekoll, assistant director of the American Library Association's (ALA) Office of Intellectual Freedom (OIF), referring to *Freedom of Speech: Mightier Than the Sword* (Random, May).

Millie Davis, director of the Intellectual Freedom Center at the National Council of Teachers of English, told *Hotline* that literature used in AP courses is targeted to meet college requirements, which are outside of the school district's requirements—so parents have no place in selecting AP materials.

A committee to reconsider is cur-

Branching Out



access to iMac desktop computers, advanced software, a professional green screen, studio-quality recording equipment, and a flat-screen TV, among other amenities. The Rosedale Federal Savings & Loan provided \$25,000 for the project; an additional \$5,000 came from the Friends of Abingdon Library.

In order to provide more efficient service to its constituents, the San Antonio Public Library (SAPL) is embarking on a \$75,000 relocation of its Latino collection to a larger space. Now situated on the sixth floor of SAPL's Central Library, the collection will be moved to the former teen center on the first floor and enlarged as the **Latino Collection and Resource Center** (floor plan shown). Working with the Latino Leadership for the Library (L3) Committee of the SAPL Foundation, the project got a kickstart with a \$17,500 gift from the Alfredo Cisneros Del Moral Foundation. The new space, designed by Marmon | Mok Architecture, will include a gallery, study rooms, and areas to facilitate workshops, programming, lectures, and instructional activities.

The **Abingdon Library** of Harford County Public Library, MD, is now home to the **Innovation Lab**, a digital media space offering hands-on learning in video production, self-publishing, and 3-D printing. With a focus on STEM (science, technology, engineering, mathematics) education, the lab will provide

The **Trussville Public Library**, AL, is on the "fast track" for an expansion that will include razing the adjoining John C. Yarbrough Community Center, according to the *Trussville Tribune*. With designs in place from William Blackstock Architects, the 12,200 square foot library will gain 14,000 square feet during the construction and encompass a 250-seat auditorium, a bookstore, and programming space, per the *Tribune*. This would be the third major remodel of the facility since its opening in 1965.

The **Canton Public Library**, MI, is emeshed in an eight-week \$514,611 remodel, according to *Home Town Life*. The 53,000 square foot building, which opened in 1988, is spending a major portion of the effort on compliance with the Americans with Disabilities Act. The lobby and restrooms are the focus of that work. Under contractor Library Design Associates, this phase of the project will feature the installation of additional study carrels and a more accessible music collection, along with fresh tile and carpeting.

Send information on groundbreakings and ongoing and completed building projects to blfox@mediasourceinc.com

rently being appointed to review *The Working Poor*, according to the HPISD website.

The Art of Racing in the Rain was first contested in fall 2014. A reconsideration committee voted to uphold its use in November. However, the complainant, a parent with a child at HPHS, then appealed that decision, which was upheld by principal Walter Kelly. The dispute is being advanced to the next step, or “level two,” in the appeals process.

In December, Orr presented his recommended changes to the materials selection policy before the school board, eliciting optimism from OIF’s Pekoll, who told *Hotline* that Orr’s recommendations took into consideration OIF’s guidelines on books selection policy, *The Workbook for Selection Policy Writing from the OIF*.

The vote on the revised policy is scheduled to take place at a February 10 school board meeting.

We Need Diverse Books Opens “Walter” Award

Starting January 29, We Need Diverse Books (WNDB) opened submissions from diverse authors in young adult (YA) literature for the first-ever Walter Dean Myers Award, also known as “The Walter,” named after the celebrated children’s book author who died in 2014.

The inaugural Walter Award will include one winning author, with up to three other submissions recognized with honors. The deadline for submissions is November 1, 2015, and the winner will be announced in February 2016.

Submissions for the Walter must be written by a diverse author (person of color, Native American, LGBTQIA [lesbian, gay, bisexual, transgender, questioning, intersex, and asexual], person with a disability, or marginalized religious or cultural minori-

The **Library of Congress** added seven new members to its Electronic Cataloging in Publication Cataloging Partnership Program: **Arizona State University**, Tucson; **Georgetown University**, Washington, DC; **Harvard University**, Cambridge, MA; **New York University Law Library**; **University of California**, San Diego; **University of Texas**, Austin; and **ProQuest**.

Publisher **Adam Matthew** received LibraryWorks, Inc. Modern Library Awards for two of its titles: a Platinum award for *American History, 1493–1945* and Gold for *American Consumer Culture*.

Research Solutions subsidiary **Reprints Desk, Inc.** made new agreements with the **University System of Maryland and Affiliated Institutions Consortium of Librar-**

ies, the **Midwest Collaborative for Library Services**, and the **Pennsylvania Academic Library Consortium** to provide group pricing incentives to more than 200 academic library members who are now eligible to sign up for Reprints Desk’s Article Galaxy.

BiblioBoard added new publishers to its PatronsFirst™ mobile platform: African Books Collective, China Books, Dark Horse Comics, Dynamite Comics, Indie Rock Stars, Red Ediciones, Rourke Educational Media, Spotted Owl Press, Stash Media, and Wolters Kluwer Health.

OCLC received grants from the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services to continue support of its **Coalition to Advance Learning in Archives, Libraries, and Museums**.

Send News Briefs to LJHotline@mediasourceinc.com

ty in the United States), and the submission must be a diverse work (a YA work written by a diverse author featuring a diverse main character). The submission must be an original work published in the United States for the first time in 2015. (Work may have been originally in another language and translated, but the first English publication year in the United States must be 2015.)

“We are thrilled to play a part in the continued legacy of Walter Dean Myers,” said Lamar Giles, vice president of communications for WNDB. “It is so important to highlight and amplify the voices of diverse authors and diverse works.”

Myers was a lifelong advocate for diversity in books for young readers and a National Ambassador for Young People’s Literature. For further details about eligibility, submission guidelines, and FAQs, visit the Walter’s official website, or email questions to WalterAward@diversebooks.org.

Illustrator Margaret Bloy Graham Dies at 94

Beloved children’s book illustrator Margaret Bloy Graham, best known for the “Harry the Dirty Dog” series, died January 22 at age 94 in Cambridge, MA.

The “Harry” books kicked off in 1956 with *Harry the Dirty Dog* (HarperCollins) by Graham’s husband Gene Zion, one of many upon which the husband-and-wife author-illustrator team collaborated.

Born in Toronto, Graham moved to New York City and began working at Condé Nast, where she met Zion, as well as doing freelance illustration and design. The two married in 1948 and at Graham’s encouragement began teaming up to create picture books. The couple divorced in 1966. Graham continued to illustrate and even began writing her own books, including yet another canine series, the “Benjy” books (HarperCollins). She remarried in 1972, to Oliver W. Holmes Jr.



Forget About Marketing

I was so discouraged reading Cheryl LaGuardia's article, "Library Marketing. By Any Other Name" (*LJ Journal*, online article, December 18) that I just wanted to scream. When did marketing change from letting people know about our services to something librarians face with such dread?

Nancy Dowd is product lead for LibraryAware, NoveList's newest readers' advisory tool, and co-author of the book, Bite-Sized Marketing: Realistic Solutions for Overworked Librarians.

LOOK FOR MORE IDEAS, WEBINARS, AND NEWS:

www.libraryaware.com

I have an idea that maybe marketing departments are so involved in trying to create branding and messaging that librarians may not have witnessed how marketing can help them improve the results they are trying to achieve. But that's a conversation for another day.

For a minute, let's just forget about marketing and concentrate on trying to help folks know more about the services and resources you offer.

Here at NoveList/LibraryAware we've been working on creating what we call Readers' Advisory packets as a way for libraries to conduct self-directed pathways that help customers find books that they'll enjoy. This strategy is easy to implement and extremely helpful for all those people who, for whatever reason, refuse to ask librarians for help. The idea is to create a pathway that will lead customers to discover new books that will interest them.

The packets consist of four items:

Reading maps and flyers that visually suggest read a-likes

Signage for end caps to drive readers to look down the aisles

Shelf talkers that engage readers in the stacks

Bookmarks that patrons can take with them to add to their wish list

You can implement this strategy across your entire library or start with a specific genre. You could expand this strategy and invite folks to sign up to receive emails or post recommendations to your social media channels. But at the very least, by using these four items you will be promoting a key resource to increase circulation and engage customers.

And that is great marketing.



Example of a reading map from the "For fans of Downton Abbey" kit