

**ALA, ARL Applaud FCC  
 Vote on Net Neutrality**

In a significant victory for supporters of net neutrality, on February 26 the Federal Communications Commission (FCC) reclassified broadband Internet as a public utility, and established a new Open Internet Order (OIO) that applies to both fixed and mobile broadband.

The new OIO includes three “bright line” rules, specifically banning broadband providers from blocking access to legal content, applications, and services; impairing access to content, applications, and services; and prioritizing Internet traffic in exchange for “consideration of any kind.” This would prohibit Internet service providers (ISPs) from establishing “fast lane” schemes in which corporate customers are charged fees to have data pass quickly through a network, while websites and services that could not afford these fees would find their traffic deliberately throttled or slowed by comparison.

President Barack Obama, who declared support for this course of action in November 2014, praised the move in a statement, noting that the FCC had received more than four million letters and emails from U.S. citizens and companies during the agency’s open com-

ment period last year, “overwhelmingly in support of a free and fair Internet.”

The American Library Association (ALA), a longtime advocate for net neutrality protections, applauded the move as well, with ALA president Courtney Young stating, “[The] FCC vote in favor of strong, enforceable net neutral-



ity rules is a win for students, creators, researchers, and learners of all ages.”

Association of Research Libraries (ARL) president Deborah Jakubs agreed, saying that “[the FCC] vote... ensures that network operators cannot act as gatekeepers and place commercial interests above noncommercial expression.”

In a statement issued after the vote, FCC chair Tom Wheeler said that advocacy efforts and public comments had played an important role in shaping the agency’s perspective on the issue during the past year.

Although net neutrality advocates can declare a decisive victory, their fight is far from over. The FCC’s authority to enforce these new rules hinges on the agency’s reclassification of broadband Internet as a public utility—akin to a telephone landline network or electrical grid and thus

subject to comparable government regulations and oversight.

Prior to today’s action, the FCC had classified and regulated broadband as an information service. With *Verizon v. Federal Communications Commission*, the U.S. Court of Appeals for the D.C. Circuit determined

in January 2014 that this classification gave the FCC less authority to regulate broadband services provided by Verizon and other companies. The court, however, also noted that these broadband providers could threaten competition and innovation without regulations and suggested reclassification of broadband services as one possible way for the FCC to enforce such controls.

In his statement, Wheeler emphasized that the FCC does not plan to impose “utility style” regulation on U.S. broadband providers, but opponents of net neutrality have rallied negative at-

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tention to this possibility, arguing that imposing any new orders on broadband providers will stifle innovation.

Arguing that the FCC was imposing “1930s Rules on the Internet,” Verizon issued a press release in Morse code. In it, Michael E. Glover, Verizon SVP, public policy and government affairs, called the FCC’s decision “badly anti-

quoted regulations [and] a radical step that presages a time of uncertainty for consumers, innovators, and investors.”

Wheeler has said that he expects the FCC to face additional lawsuits over the issue.

## EBSCO Buys YBP from Baker & Taylor

EBSCO Information Services has acquired YBP Library Services from Baker & Taylor (B&T), the company announced February 20. YBP specializes in delivering shelf-ready books in print and electronic forms to the academic library market, with more than 12 million titles in its Global Online Bibliographic Information (GOBI) product, including more than one million digital titles. Financial terms of the transaction were not disclosed.

“We don’t see any changes” coming at YBP, EBSCO president Tim Collins told *Hotline*.

EBSCO bought the company because it was “smitten” with YBP, EBSCO executive VP Stratton Lloyd said, in part based on feedback from EBSCO’s librarian advisory boards, which consistently reported high satisfaction with, and loyalty to, YBP. The company’s 300 employees will remain headquartered in Contoocook, NH, and “they still work for Mark [Kendall, SVP, YBP sales & operations],” Collins said.

EBSCO hopes to expand YBP’s footprint in the international market, Collins told *Hotline*.

Pairing YBP’s focus on monographs with EBSCO’s extensive existing focus on journals and databases will basically offer a one-stop shop for research libraries, becoming a single seamless workflow for acquisition and maintenance on the librarian end, and a unified patron experience as well, Lloyd told *Hotline*.

Obviously an integration so large will not take place overnight, but Lloyd says that since YBP and EBSCO

## Interview

### Barbara Stripling



Barbara Stripling has served as assistant professor of practice at New York’s Syracuse University School of Information Studies since 2012 and was recently promoted to senior associate dean. Stripling also served as president of the American Library Association (ALA) from 2013 to 2014.

#### LIS programs are going through almost as many changes as libraries these days.

Absolutely.... And that’s why an iSchool is particularly strong as a piece of the LIS. The integration of technology, systems, data, data visualization, and networking—all of those pieces that an iSchool brings are very important for librarians.

#### What can you bring from your work with ALA to the new position?

I got so much from my experience at ALA, but part of it was a vision of librarianship that incorporated all different types of libraries and situations. That perspective helps me think about the future of libraries. When I talk about transformation, I’ve actually seen examples of it all over the country and talked with people who are thinking in that way.... Also, I learned a lot of patience. It’s such a huge organization that you can’t get from A to Z immediately. But if you envision the way to get from A to Z and take action, you will have done what you needed to do.

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have already been partners for years, “we’ve already done a lot of this workflow integration.”

In recent years, EBSCO has cultivated partnerships with more than

two dozen library automation vendors to enable enhanced search results via the EBSCO Discovery Service (EDS).

Jeffrey Archer, head of reference instruction and outreach at the Univer-

sity of Chicago and a member of one of EBSCO’s advisory boards, said he particularly appreciated the effort EBSCO has made to understand selectors’ workflow. In addition, he said, widespread use of a single tool allows selectors with pressed budgets to see who else in their consortium has acquired a title and spread their dollars to create a greater range overall.

EBSCO confirmed that it will continue to offer Ebrary and EBL as options, as well as direct purchasing from publishers, and pricing will remain the same. EBSCO’s ebooks will also remain available for purchase via the company’s own ECM and Ingram’s Oasis and iPage portals as well as YBP.

According to George Coe, CEO of B&T, “This transaction allows Baker & Taylor to focus on our core business and new opportunities within those businesses and markets.” Coe continued, “As we reinvest in our core competencies, it’s reassuring to know that YBP is partnered with the right industry leader who shares a strong commitment to the markets it serves and can take the business to the next level.”

## OITP’s Policy Revolution! | ALA Midwinter 2015

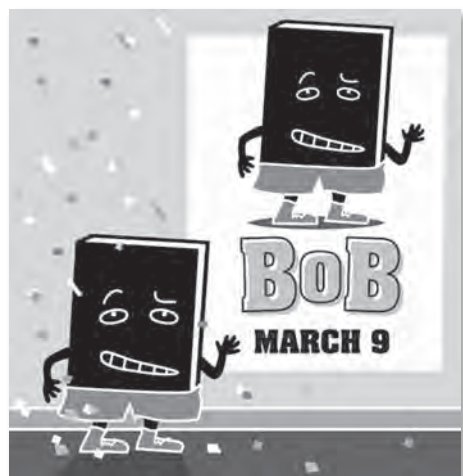
On February 1, the American Library Association (ALA) Office for Information Technology Policy (OITP) hosted a session at ALA’s Midwinter Meeting in Chicago to answer the question, “What is a policy revolution anyway?” The answer: the Policy Revolution! Initiative (PRI)—the exclamation point is important, panelists advised—is a three-year grant-funded program to advance library policy at the national level, led by ALA OITP and its Chief Officers of State Library Agencies (COSLA), with guidance from a library advisory committee.

Funded by the Bill & Melinda Gates Foundation’s Global Libraries program at nearly \$1 million, PRI proposes to

### How Do You BOB? Celebrating Battle of the Kids’ Books

The first Battle of the Kids’ Books (BOB) match was to be held March 9, and schools, parent groups, and librarians across the country were gearing up for this year’s March Madness-style tournament. The following are a few examples of how BOB is celebrated as a fun, educational, and community-building event.

Christina Keasler, tween librarian at the Glen Ellyn Public Library, IL, stumbled upon BOB through Pinterest. Expanding upon an already established relationship with the local independent bookstore, The Bookstore, Keasler set up a Mock BOB tournament for the fourth to eighth graders in her community. Students submitted their bracket predictions



from March 1–8 for the chance to win a gift certificate for the bookstore. Also, participants can post reviews of the contenders on the library website.

Library media specialist Sherri Powers inherited BOB from her predecessor at Flaherty Elementary School, KY, though she tweaked aspects of the one-on-one elimination tournament and made it her own, devising a unique point system. Because she teaches primary grades, Powers modified the bracket to include only the seven middle grade titles. Each contender’s points will be allotted according to

three categories: how many kids score 80 percent or higher on its Accelerated Reader quiz, circulation statistics, and how many votes it receives via an Edmodo account she created. Powers partnered with homeroom teachers in her school, and the class with the most points will receive a pizza party.

Three-year BOB veteran Donna Cook, library director at Central High School in Pollock, TX, continually comes back for more because the competition gets teens not only to talk about books but to read them. In town where basketball rules, the high school students are especially drawn by the March Madness model. This year, Cook has incorporated several new tweaks that upped the ante. Now a 1:1 school, the high school has given each student a Chrome Book, and the librarian wasted no time in using the technology. With the help of her school’s tech team, she created BOB-related Google Documents in which the teens can submit their brackets and reviews through their devices.

Even parents have joined in the BOB fun. A few years ago, Iowan Kristine Anderson and two other friends started reading and participating in BOB. They created a Facebook group to post reviews of the contenders and discuss the author judge’s choices. As their children grew old enough to read the books themselves, the parents began sharing and reading with them. This year, the original three, now living in different parts of the country, opened up the group to their Facebook friends, branching out to include 15 moms nationwide, with half of them reading the BOB contenders with their children.

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investigate the questions, “What are the U.S. library interests and priorities for the next five years that should be emphasized to national decision makers?” and “Where might there be windows of opportunity to advance a particular priority at this particular time?” and then provide a framework for library communities of interest across the country to advocate for their needs.

The three major components of PRI, according to a statement submitted by OITP director Alan Inouye and deputy director Larra Clark, are “to develop a national public policy agenda, initiate and deepen national stakeholder interactions based on policy priorities, and build library advocacy capacity for the long-term.” This includes training library policy advocates to support ALA staff.

PRI was born of a brainstorming session between OITP and the Gates Foundation to identify important strategic concerns for libraries in the arena of public policy and what ALA’s Washington Office could do to advance them. The consensus, Inouye explained to *Hotline*, was that “many decision-makers are not attuned to what’s happening in libraries, and they still have mental models



2014 Winner: Edmonton Public Library, Alberta, Canada

## LIBRARY OF THE YEAR 2015

*LJ* is looking for role model libraries to vie for the honor of 2015 *Library Journal*/Gale Library of the Year. The \$10,000 prize celebrates the library that most profoundly demonstrates service to the community; creativity and innovation in programming or a dramatic increase in library usage; and leadership in creating programs that can be emulated by other libraries.

To the extent possible, please send submissions in electronic format via email to [rmiller@mediasourceinc.com](mailto:rmiller@mediasourceinc.com).

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of yesteryear.” If policymakers’ understanding of what libraries are doing is limited, he added, it becomes exponentially harder to get more funding, advocate for policy changes, or encourage government collaboration.

### GEARING UP

The first few months of the initiative, launched in November 2013, were focused on organizing resources and personnel. Charlie Wapner, a former legislative fellow in the House of Representatives, was hired as ALA’s information policy analyst. OITP retained the services of DC-based law firm Arent Fox, with partner Alan Fishel serving as point person, to advise on political

strategy and information policy legalities. The Adfero Group was hired to assist with strategic communications and EnCompass consultants brought on board to help evaluate the initiative in progress. An advisory committee was created early on as well, comprising the chairs of the ALA Committee on Legislation and ALA OITP; the president of COSLA; Jim Neal, emeritus vice president for information services and university librarian at Columbia University, serving as a representative from the ALA Executive Board; and library leaders from various school, academic, and public libraries.

In preparation for writing up its public policy agenda, ALA also conducted extensive background research, gathering input from library communities nationwide.

OITP released a draft of the National Public Policy Agenda for Libraries for public comment on January 23, shortly before the session convened at Midwinter. The agenda is organized along three broad themes: services—how libraries make a difference to Americans; people—leveraging opportunities to serve specialized communities; and institutional issues—what libraries need to serve their communities. Opportunities for advocacy are suggested within each theme but are deliberately broad in scope and open-ended—they identify issues and opportunities rather than set out any particular programs.

## News in Brief

The **Cranston Public Library**, RI, received a collection of law books from the Law Librarians of New England (LLNE). The donation was contributed through LLNE’s “Outreach to Public Libraries” book drive.

The **Institute of Museum and Library Services** announced 30 finalists for the National Medal for Museum and Library Service. The winners will be chosen later this spring.

The **University Library of Pécs**, Hungary, selected EBSCO Discovery Service™ from **EBSCO Information Services** as its library discovery tool.

The **University of Michigan Press** has partnered with **Chicago Distribution Center** and the **University of Chicago Press** for distribution and sales representation, effective June 1, 2015.

Texas-based law firm **Kelly Hart & Hallman LLP** selected **Lucidea’s SydneyEnterprise** library automation system for its library. SydneyEnterprise is Lucidea’s flagship ILS solution.

Illinois Secretary of State and State Librarian **Jesse White** awarded **Public Library Per Capita and Equalization Aid Grants** totaling \$15.2 million to 635 public libraries statewide.

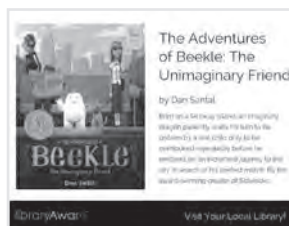
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Nancy Dowd is product lead for LibraryAware, NoveList's newest readers' advisory tool, and co-author of the book, *Bite-Sized Marketing: Realistic Solutions for Overworked Librarians*.

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# Five Tips for RA Success with Twitter



If you are considering using Twitter for Readers' Advisory (RA), keep in mind that the most effective posts combine great content with fabulous visuals. Here are 5 tips to help you get started.

## 1. Always use book jackets

Goodreads loves to tweet quotes that link to their Quote of the Day page. You may want to consider posting the best sentence or most quoted phrase from a book as well. The key to creating appealing visuals is to add book jackets to your text.

## 2. Post a picture of the books you're recommending

Have fun, stage your photo shoots in unique or funny locations such as bathrooms, bus stops, playgrounds -- even the back of a motorcycle! Consider creating lists based on read-alikes, genres, or themes. Look for inspiration from BuzzFeed, Huffington Post, Pinterest, NoveList, and NextReads Newsletters.

## 3. Follow your favorite authors and retweet them

Nothing says RA better than sharing some inside scoop from an author. Look for posts that talk about what they are writing or give a glimpse into their writing circle. If there aren't visuals in the original post, consider recreating it and including the jacket of the author's latest book.

## 4. Live tweet when you have famous authors come to your library

If you don't have time to live tweet, write down memorable quotes and schedule them for the following week. If you have images from the event, combine the photos with a quote and link to upcoming programs.

## 5. Post reading maps

Reading maps are simply a visual representation of a reading list, and readers love them. We've created several different styles in LibraryAware that range from a simple arrangement of book jackets to sophisticated infographics.

By offering reading recommendations through social media you're articulating your library's core value to new audiences. For an added impact, be sure to link your posts back to books in your catalog, online reading lists, or upcoming reading programs.

Inouye also hoped, he told *Hotline*, that the agenda would provide a solid framework at a time when library advocates can often find themselves in a reactive position, responding to a barrage of issues raised by shifting governmental policies such as net neutrality rulings or the Elementary and Secondary Education Act reauthorization.

At PRI's Midwinter session, an animated panel discussed how the agenda might be used by various stakeholders. The panelists consisted of Inouye; Neal; Fishel; senior program officer of the Gates Foundation Chris Jowaisas; and three members of the library advisory committee: Dan Lee, director of the Office of Copyright Management and Scholarly Communication at the Uni-

versity of Arizona and chair of the OITP Advisory Committee; Vailey Oehlke, director, Multnomah County Library, Portland, OR, and president-elect of the Public Library Association; and Ken Wiggan, state librarian of Connecticut.

Neal stressed the importance of understanding the political currents and contexts around such topics as control over access to information, the changing workforce, education, and the need for information on health care, as well as on treaties, trade agreements, intellectual freedom, privacy, net neutrality, and copyright.

Wiggan suggested that libraries should look to funds available for particular interest groups—rural communities, veterans, new immigrants, and older Americans—within the populations they serve.

It is also important, Neal added, to look past current concerns and consider how we will train a new generation on policy matters.

OITP was collecting feedback on the draft agenda through the end of February at [oitp@alawash.org](mailto:oitp@alawash.org); the next revision will be released in March.

## Cartoonists Talk About *Charlie Hebdo*

According to cartoonist and journalist Molly Crabapple, “Art hits people in a visceral way.” She and other cartoonists and graphic artists were on hand February 19 at the “After Charlie: What’s Next for Art, Satire, and Censorship?” event at the French Institute Alliance Française (FIAF), a panel moderated by WNYC radio host Leonard Lopate and organized by FIAF, the PEN American Center, and the National Coalition Against Censorship to discuss the obstacles to free speech that cartoonists often face, the challenges of producing potentially offensive material, and whether *Charlie Hebdo* went too far.

## Branching Out



a new conference space; enlarged areas for children, teens, and adults; and more room for computers. Additional parking spots are also in the works.

Score one for the preservationists. A plan to renovate

The Toledo–Lucas County Public Library is moving forward with its **Oregon Branch** expansion project (rendering), begun last August. Service originated in a 1965 shopping center, then landed in the current 15,000 square foot facility in 1989. The branch is gaining 3,700 square feet in the \$3.5 million project, which includes \$900,000 for furniture, equipment, and contingencies, according to the *Blade*. The meeting room will be larger, and a collaboration space will be added. Also, both dedicated spaces for children and teens will be enhanced. The architectural firm behind the work is Holzheimer Bolek + Meehan (HBM Architects). During construction, which is expected to end this summer, the library has been operating out of the Wynn Elementary building.

Following up on a successful 2013 bond measure, the **Friendswood Public Library, TX**, is closer to its anticipated renovation and expansion. With expectations of adding 6,000 square feet to the 15,459 square foot structure, the \$2.53 million effort is yet to settle on a contractor or a work schedule, according to *Impact News*. Among the upgrades for the building are

the Astoria Public Library, OR (see *Hotline*, 1/27/14), which involved demolishing the historic Waldorf Hotel, has been scrapped in favor of saving the building and looking to alternatives for the library, such as new construction in partnership with a housing component. A budget of \$4.6 million had been set aside for the original project.

The **Mamie George Branch** of the Fort Bend County Library System (FBCLS), Richmond, TX, is closing on March 2 for monthlong renovations, according to *Your Houston News*. The 4,900 square foot library was built in 1974 and updated in 1991 and again in 2000. The work this time is intended to “freshen up the space,” FBCLS spokesperson Michelle Pettigrew told the *News*.

As part of a \$5 million complex to help restore storm-ravaged Waterbury, VT, the Janes House, home currently to the **Waterbury Public Library**, will be refurbished, while a new library and municipal offices will be built. Construction bids are being sought, but the library has already shut down in the process of moving to temporary quarters to last for the length of the project.

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

While the dangers of censorship were stressed, Françoise Mouly, art director of *The New Yorker* and Toon Books publisher, and her husband, cartoonist and author Art Spiegelman, best known for his Pulitzer Prize-winning graphic novel *Maus* (Pantheon, 1991), both raised the point that attempts to suppress incendiary material can often have an unintended effect: increasing publicity for a magazine or artist. Mouly discussed visiting *Charlie Hebdo* offices in 2006, when the magazine published its first Mohammed image. After the outcry, Mouly said, the magazine's editors were "thrilled," as other journalists "rallied to their cause and denounced censorship," bringing their circulation from 10,000 to 100,000 readers.

Panelists addressed another difficult topic: self-censorship, or the practice of self-editing one's work to avoid potentially offensive content.

Spiegelman stated that bans often result in provocative art rather than stifling it. "Why on earth would I care about drawing Mohammed one way or the other until I'm told I can't?" For him, restrictions often ignite a spirit of "youthful rebellion."

Though many have criticized *Charlie Hebdo* for its often crass-seeming images, with some alleging that the cartoons crossed the line into racism, Spiegelman pointed out that the publication was often quite sly. The cover that first brought *Hebdo* notoriety, in 2006, showed a weeping Mohammed, head in his hands, saying, "C'est dur d'être aimé par des cons" ("It's hard being loved by jerks"). Spiegelman pointed out that not only was the cartoonist taking aim at fundamentalists, rather than all Muslims, but the image technically didn't violate the ban on showing the prophet, as his face was covered.

Crabapple and Mouly warned, too, of the dangers of lumping all Muslims

**Olivia Branigan** was promoted to Career Development Center Librarian at Brentwood Public Library, NY. She was previously a part-time Adult Reference Librarian.

**Anita Carroll** was named Director, Granville Public Library, OH. She previously held the same title at MidPointe Library System, Middletown, OH.

**Georgie Donovan** was appointed Assistant Dean at College of William & Mary's Swem Library, Williamsburg, VA. She was previously Associate Dean of Libraries at Appalachian State University, Boone, NC.

**Jennifer Mayer**, Associate Librarian in Research and Instruction at the University of Wyoming (UW) Libraries, Laramie, received the 2015 Agnes Milstead Distinguished Librarianship Award from UW.

**Michelle Ornat** is now Assistant Director, Chesapeake Public Library System, VA. She was previously Manager, Portsmouth Public Library, VA.

**Bobby Roberts** announced his retirement as Director of the Central Arkansas Library System, effective early next year. *Library Journal's* 1997 Librarian of the Year, Roberts first took the job in 1989.

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in with fundamentalists. Crabapple brought up the point that there is in fact an Islamic tradition of drawing the prophet and cautioned against assuming that all Muslims adhere to more extreme forms of the religion.

She went on to describe seeing photos and videos of those around the Muslim world who showed solidarity with *Charlie Hebdo* following the January attacks, from journalists in Syria to Muslims in Iran and Turkey.

Overall, the panelists stressed the importance of the thought-provoking message underlying cartoons. Said cartoonist Emmanuel Letouzé, "Political cartoons need to [have] a point, something you can discuss. The cartoonists published in *Charlie Hebdo* made a point. It's not an insult, it's a political message."

## **New Dr. Seuss Book To Publish in July**

The newest addition to Dr. Seuss's collection of children's books, *What Pet Should I Get?*, will be published by Random House on July 28, announced representatives of Dr. Seuss Enterprises.

The nearly fully complete manu-

script and illustrations for the book were found in a box in the California home of the late Dr. Seuss, aka Ted Geisel, by his widow, Audrey Geisel, shortly after the author's death in 1991. It was set aside with other materials belonging to the author.

In 2013, Audrey Geisel and her husband's longtime secretary Claudia Prescott rediscovered the box during a cleaning of Ted Geisel's office.

Dr. Seuss's former art director Cathy Goldsmith, now vice president and associate publishing director at Random House Books for Young Readers, is overseeing the book's editorial and creative process for publication.

"My connection to Ted remains as vital as it was when we worked closely together years ago," Goldsmith said in a statement. "I know he is looking down, watching over the process, and I feel a tremendous responsibility to do everything just as he would have done himself."

*What Pet Should I Get?* features the brother and sister characters introduced in the 1960 Dr. Seuss classic *One Fish Two Fish Red Fish Blue Fish* and captures the excitement of a child choosing a pet.

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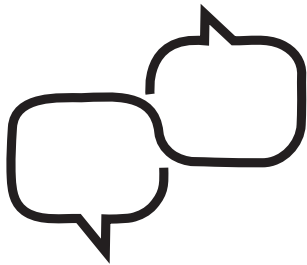
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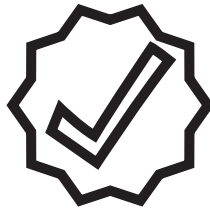
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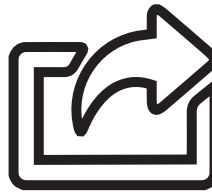
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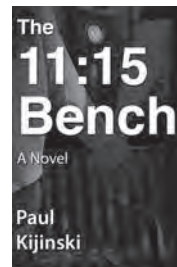
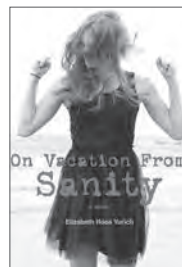
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