

# REPORTER

ILLINOIS LIBRARY ASSOCIATION

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# *The Illinois Library Association Reporter*

is a forum for those who are improving and reinventing Illinois libraries, with articles that seek to: explore new ideas and practices from all types of libraries and library systems; examine the challenges facing the profession; and inform the library community and its supporters with news and comment about important issues. The *ILA Reporter* is produced and circulated with the purpose of enhancing and supporting the value of libraries, which provide free and equal access to information. This access is essential for an open democratic society, an informed electorate, and the advancement of knowledge for all people.



## ON THE COVER

*The Nutcracker Suite's* Sugar Plum Fairy was given a new identity in Duke Ellington's version—she became Sugar Rum Cherry, a West Indian beauty of the silver screen, according to the picture book by Anna Harwell Celenza, illustrated by Don Tate. Chosen as one of the iREAD illustrators for 2015, Tate is profiled on pages 10–13.

The Illinois Library Association is the voice for Illinois libraries and the millions who depend on them. It provides leadership for the development, promotion, and improvement of library services in Illinois and for the library community in order to enhance learning and ensure access to information for all. It is the eighth oldest library association in the world and the third largest state association in the United States, with members in academic, public, school, government, and special libraries. Its 3,200 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The Illinois Library Association has four full-time staff members. It is governed by a sixteen-member executive board, made up of elected officers. The association employs the services of Kolkmeier Consulting for legislative advocacy. ILA is a 501(c)(3) charitable and educational organization.

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See ILA calendar for submission deadlines for the *ILA Reporter*. Copy should be submitted by e-mail to [ila@ila.org](mailto:ila@ila.org). You are encouraged to include digital or film photos (black/white or color) and graphics (on disk or camera-ready) with your articles, which will be included on a space-available basis.

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Illinois Library Association

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# Unusual Collections: Oddities and Necessities

**N**eed a Cookie Monster cake pan to bake a birthday cake for someone who just can't live without it? You can probably find one to check out at Rock Island or Heyworth Public Libraries. How about a fishing pole for your favorite grandkid or a summer trip to the lake? Try Metropolis or Edwardsville public libraries. Maybe you sprained your ankle (ouch!), and need a walker for a few days. Check one out at Marrowbone Public Library in Bethany.

Libraries all over Illinois and throughout the country are developing unusual collections and services to meet the needs of patrons in their communities. Whether it is an item or service you might want to provide, many libraries fill unique needs for their patrons and manage to do it without breaking the budget.

Some of the ideas are expansions of basic books, such as the stories-to-go reading kits and themed backpacks for young children that contain books, DVDs, puzzles, toys, and other materials. Book club kits are very popular these days also. At some libraries you can check out microscopes, binoculars, and telescopes, or musical instruments and electronic musical devices. For aspiring artists, a library

in Connecticut offers a sketchbook kit, with charcoal pencils and drawing supplies, in which the patron is supposed to draw and then return the kit, with the patrons' art works collected and displayed in a community art show once a year. Some libraries have rubber stamp collections for those who like to scrapbook or make cards.



For outdoor types, fishing rods and tackle boxes are available in several libraries throughout the country and one even offers life jackets. For your next trip or treasure hunt (if you're a geocacher), GPS's can be checked out from several libraries in Illinois. If you are a gardener, the Benson branch of the Omaha (Nebraska) Public Library, the Lebanon Public Library, and the Lisle Library have heirloom seed libraries where patrons can check out seeds which obviously don't have to be returned but can be a start to creating a great garden (see <http://www.lislelibrary.org/lld-seed-library>).

What about items you need only once in a great while? Tools like stud finders, energy meters, and thermal leak detectors are available at the Edwardsville Public Library and a library in Ann Arbor, Michigan. For the infirm, crutches, walkers, and wheelchairs can be checked out at Marrowbone Public Library in Bethany, which also has an overhead projector along with banquet tables and folding chairs for your next wedding or graduation party. A library at a boarding school in Michigan checks out bicycles to their students. Ever heard of a Van de Graff generator? Bismarck (North Dakota) Public Library has one to check out. Bond Library in Winona, Minnesota has Halloween costumes to borrow and if you need a ghost meter to help you communicate with the spirits, the Ghost Meter Pro (which detects electro-magnetic fields) is available at Harrisburg District Library.



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Items in Oak Lawn Public Library's "Beyond Books Collection," started last January with the help of Mary Clare Sabio.

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While many libraries provide a variety of unique articles to check out, several libraries offer unusual items that offer access to local venues. At more than 160 libraries in and around the Chicago area, patrons can “check out” a museum pass that provides admission to a variety of museums, zoos, and other educational opportunities. These passes can be for discounted pricing as well as free admissions. To learn more, see [www.museumadventure.org](http://www.museumadventure.org). There is a similar program in the Quad Cities area. In North Dakota, patrons can check out state park passes, benefitting both patrons and the parks.

## WHY BOTHER?

The Oak Lawn Public Library has decided this is the wave of the future. They're launching a campaign to get their library known as a place to get things you need, and even some things you never thought of needing. Need an umbrella because a sudden storm kicked up while you were at the library?

You can check one out. Or check out a skeleton—maybe for a science project, Halloween party, or just to scare the neighbors. Other new additions to the collection include musical instruments and reading glasses. “We plan to build programs and displays around this collection and have already had ComEd out here to do a ‘Bright Ideas on Saving Energy & Money’ program where we had our energy-saving devices ready for checkout,” says Mary Pasek Williams, head of Adult & Young Adult Services.

These types of non-traditional objects provide a very valuable service to library patrons, as they are able to save money by not purchasing something that they may use only once or twice, whether it's a museum membership or a walking stick. Some items, like the reading kits, are time savers because they gather information and resources into one central location for the ease of the user. Sometimes the entire community benefits by having easy access to audiovisual equipment, furniture, or other items that can be used for meetings and events.

Libraries are finding ways to help their communities in the wake of disasters or fostering exchanges of items, as well as ideas. In the wake of Hurricane Sandy, libraries in New York helped the storm's victims turn a new page. Librarians helped thousands of people fill out relief forms, connect to the Internet, and make plans to rebuild. In towns like Morton and Washington, libraries are still working to help the victims of the November 2013 tornado by collecting items and photos carried away by the tornado, some found over a hundred miles away, and then posting information online in hopes of reconnecting the lost treasures with their owners. So far, more than *six thousand* items have been claimed! Zion-Benton Public Library offers a "Care & Share" in the spring, which is a children's clothing exchange.

Recycling has frequently been a theme in library service with eyeglass drop-offs, used sneaker drives, and craft supply swaps among efforts to reuse things someone no longer needs but doesn't want to throw away. These types of services benefit everyone involved, as well as the environment.

Some libraries offer assistance to agencies and other organizations that are in the business of helping others, and while it's not a collection per se, these types of services become part of the library's ethos. Community tables are set up in the library for a variety of purposes such as selling Girl Scout cookies or raffle tickets and providing information on community colleges or Islam.


"Libraries all over Illinois and throughout the country are developing unusual collections and services to meet the needs of patrons in their communities."

## HOW TO BEGIN

How did some of these collections and services get started? Some begin with donations, like one from a beloved cake baker in Heyworth who died in 2012 and left her collection of fifty cake pans to the library. Like all collections, once started, they tend to grow—there are now over ninety cake pans available for check out if you happen to need one. At Zion-Benton Public Library, the director had a staff requirement that included innovation, so staff members had to introduce a new service or procedure, and that's how the kids' clothing exchange was born. Sometimes the goal is to give people new reasons to come to the library. In other communities, donations like medical equipment and paperbacks create an opportunity to reuse equipment or use some of the books donated for book sales.



Have a new idea for a collection or service? How do you pay for it? When grant funds seemed more available, some libraries applied for funds to purchase items like audiovisual equipment. Other collections are underwritten by civic organizations like Rotary, which helps support bookracks at commuter rail stations in and around Chicago. The racks are stocked with donated paperbacks, which can be taken by readers. Some libraries use their donated paperbacks to create similar collections in local motels. Each book is identified with a sticker so the person knows that the library is providing the service. This becomes an inexpensive way to make community members aware of the library and what they offer.

Regardless of what is being offered, libraries of all types and sizes can provide their patrons with a vast array of unique collections and services, often with little effort or cost. The key to finding what works in your community is listening to your patrons and looking at your community to discover what services and items may be needed. Staff members who work the service desks frequently have heard ideas from patrons. Maybe one of the ideas mentioned here might get you started. So whether it is cake pans, fishing rods, or museum passes, find a new collection or service to offer, put it together and then kick it off with lots of publicity. It is great to hear someone say, "I didn't know the library had those to check out!" 

# Human Libraries: Collections with a Voice of Their Own

Some of the most unusual library collections are made up of people, instead of books, objects, or items. The idea got its start in Denmark in 2000 and has caught on all over the world. Human books come from all walks of life—often those who have experienced discrimination based on race, religion, sexual preference, class, gender identity, sex, age, lifestyle choices, disability, and other aspects of their life. Some collections focus on “how-to” human books, such as electricians or plumbers, but most lean more toward the geography, philosophy, religion, and political science sections of catalog.

Human libraries—sometimes called living libraries—provide the opportunity for the community to share and understand the experiences of others in their community. As the original organizers in Denmark say on their website ([www.humanlibrary.org](http://www.humanlibrary.org)), “It is a ‘keep it simple,’ ‘no-nonsense’ contribution to social cohesion in multicultural societies.”


Colleen Leddy, director of the Stair Public Library in Morenci, Michigan, tells of hosting a living library event five years ago where patrons were allowed to “check out” people who embodied various stereotypes. The most popular item was the Muslim “book,” a student named Ali from a nearby college. Leddy says they couldn’t keep Ali on the shelf!

One of the most ambitious undertakings was held in Arkansas, thanks to a local entrepreneur, Swetha Garimella. Each week for three months, a different event was held somewhere in the city of Little Rock. Living in an area where she found prejudices based on stereotypes to be widely accepted, Swetha decided to try to address the situation with a comprehensive human library effort. “I believe people are generally good and rational beings that simply have a fear of the unknown. This can easily be addressed by providing a safe and secure environment where such people would be able to ask questions to dispel these fears,” says Garimella.

Nancy Goebel, head librarian at the University of Alberta (Augustana), presented a program at ALA’s Annual Conference this June on how her library is implementing this idea. In the form of “human books,” people relate personal experiences, ranging from a disability to military service, being transgendered or dealing with addiction. Students attend these sessions, learning about their topic of research from a human first and then continue with more traditional research sources.

According to Marlena Johnson, who organized Chicago’s first Human Library event at the Printer’s Row Lit Fest in June, the intent is to break the barriers that separate people by enabling dialogue. Individuals volunteer as human “books” and participants in the event can “read” the book—meaning they have a one-on-one conversation with the volunteer and share in a dialogue about that individual’s experience. Available titles at the Printer’s Row Lit Fest included *HIV Positive*, *Atheist*, *Autism Spectrum Disorder*, and *Physical Disability*, among others.

“The event was wildly successful,” says Johnson. “Many participants ‘took out books’ and many more were interested in the concept itself—and some who wanted to volunteer as ‘books’ at future events. Most of the participants said they learned something new about the ‘book’ they spoke with.”

Human Library Chicago hopes to hold future events like the one at Printers Row and is currently looking for other venues in which to hold an event. If your library is interested, visit [www.humanlibrarychicago.org](http://www.humanlibrarychicago.org). Additional information, such as a guidebook and other support, is also available at [www.humanlibrary.org](http://www.humanlibrary.org). 







# Reading (and Writing and Drawing and Thinking) to the Rhythm

*Don Tate is one of the 2015 iREAD illustrators for Read to the Rhythm, and we caught up with him at the 2014 ALA Annual Conference in Las Vegas where he was signing books and posters, promoting the incredible diversity of both his own work and other authors and artists. Tate has been illustrating children's books and educational products for more than thirty years, and in 2012 made his debut as an author with the publication of It Jes' Happened: When Bill Traylor Started to Draw (Lee & Low Books, 2012). An earlier Tate title, Duke Ellington's Nutcracker Suite (Charlesbridge Publishing, 2011), caught the attention of the iREAD Committee to reflect the musical theme they'd chosen.*

***It Jes' Happened: When Bill Traylor Started to Draw* was the first book where you were the author instead of the illustrator.**

DT: The story was inspired by an author friend who sent me a newspaper clipping about Bill Traylor, the outsider artist, and said I should write a book about him. I'd never heard of Traylor, but I was completely taken by the story—a man who grew up in slavery and became an artist, sitting and drawing on the street, and eventually becoming one of the most sought-after artists by galleries and collectors. I told my friend I wasn't a writer, I was an illustrator, and that someone else should write that book. But I kept that newspaper clipping pinned over my drawing table. My friend told me it was my book to write, my story to tell. And finally, that's what happened. I found my "voice," and became a writer. I was pleased when the publisher allowed me to choose the illustrator. I was already familiar with R. Gregory Christie's work, which had the feeling of folk art, and I knew he'd be the best fit.

**The Duke Ellington book is about another artist, one who paints with music.**

DT: I didn't know much about Ellington's music when I started this book, let alone Tchaikovsky. I thought jazz, not to mention classical music, was for folk of my grandfather's generation. But through research, I was led to both Ellington and Tchaikovsky. And I now listen to both. The result was that I completely ended up with a different style for the illustrations than I'd originally considered. I started out with a sketch of Duke rendered in acrylic, but when I changed my mind and headed in another direction, I ended up donating that piece to the Texas Library Association for a fundraising auction. I had a tight deadline, and decided maybe working in ink and watercolor would speed things up, even though it had been years since I'd used those mediums. There was some scary initial trial and error, but it came together. My first thought was to use blacks, browns, and beiges to give it a dated look, but I realized beige doesn't work on anything, except maybe a couch. I ended up

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using bright colors and tried to combine strong lines with splashy color, kind of like I imagine Ellington improvising on a solid theme.

**Your books are about all kinds of people besides artists, too...astronauts, baseball players.**

DT: I love reading and writing about real people, true stories. I especially love stories about little known historical figures. My next book is about George Moses Horton, a former slave and the first African-American poet to be published in the southern United States. Horton composed poetry to gospel hymns in his head, eventually teaching himself to read, and later he learned how to write. He was finally emancipated at the end of the Civil War. Another book in the works is about Eugen Sandow, a Victorian body builder. I know it sounds odd, but I was thinking about how to get kids, especially boys, interested in reading. When I was that age, and even now, one of the things I liked to do was go to the gym and work out, do something over and over again, and see the results. I figured maybe this would get some young kids interested in reading, and maybe in being healthier, too.

**Your role seems to extend beyond just being a writer and illustrator.**

Yes. I also speak to children at schools. One of the most gratifying things about being a children's book author and illustrator is inspiring children to read. Oftentimes following a school visit, a child walks up and says how inspired they were by my presentation, and that they now want to read more, and be an author, too. Wow, I love that!

I started blogging as a way to practice writing, that led to connecting with other children's writers who encouraged my writing. That boosted my confidence. In 2007, a group of us authors who met on the Internet started the Brown Bookshelf ([www.thebrownbookshelf.com](http://www.thebrownbookshelf.com)). Our flagship initiative was "28 Days Later," highlighting a different author or illustrator for each day during the month of February, Black History Month. We are still going strong after so many years. Recently I was invited to join the official #We Need Diverse Books team. #WeNeedDiverseBooks ([diversebooks.org](http://diversebooks.org)) is a grassroots organization created to address the lack of diverse, non-majority narratives in children's literature. We are committed to the ideal that embracing diversity will lead to acceptance, empathy, and ultimately equality. It began as a social media campaign, but went viral even before the campaign launched. 📖

## Books by Don Tate

*It Jes' Happened: When Bill Traylor Started to Draw*  
Lee & Low Books, 2012

*Duke Ellington's Nutcracker Suite*  
Charlesbridge Publishing, 2011

*Hope's Gift*  
Putnam Juvenile, 2012

*She Loved Baseball*  
HarperCollins, 2010

*Ron's Big Mission*  
Dutton/Penguin Group (USA), 2009

*I Am My Grandpa's Enkelin*  
Paraclete Press, 2007

*Sure as Sunrise*  
Houghton Mifflin, 2004

*Summer Sun Risin'*  
Lee & Low Books, 2002

*Black All Around!*  
Lee & Low Books, 2003

*The Hidden Feast*  
August House, 2006

*The Amazing Age of John Roy Lynch*  
Eerdmans Publishing, 2015

*Poet: The Remarkable Story of George Moses Horton of Chapel Hill*  
Peachtree Publishers, 2015



Don Tate, a 2015 iRead illustrator for Read to the Rhythm, will be the featured speaker at the 2014 ILA Annual Conference Youth Service Author breakfast on Wednesday, October 15 in Springfield, Ill.



## Don Tate's Recommended Book List for Modern First Library

[www.bookpeople.com/bookpeople-modern-first-library](http://www.bookpeople.com/bookpeople-modern-first-library)

*Ellen's Broom*, by Kelly Starling Lyons, illustrated by Daniel Minter

*A Splash of Red: The Life and Times of Horace Pippin*, by Jen Bryant, illustrated by Melissa Sweet

*The Snowy Day*, and *Whistle for Willie*, by Ezra Jack Keats

*The People Could Fly*, by Virginia Hamilton

*Bird*, by Zetta Elliott, illustrated by Shadra Strickland

*Rain!*, by Linda Ashman, illustrated by Christian Robinson

*How Do Dinosaurs Say Good Night?*, by Jane Yolen, Mark Teague

*My Cold Plum Lemon Pie Bluesy Mood*, by Tameka Fryer Brown, illustrated by Shane Evans

*The Lion and the Mouse*, Jerry Pinkney

*Robot Burp Head Smartypants!*, by Anette Simon

*Freight Train*, by Donald Crews

*Where the Wild Things Are*, by Maurice Sendak

*Pancho Rabbit and the Coyote: A Migrant's Tale*, by Duncan Tonatiuh

*Dale, Dale, Dale / Hit It, Hit It, Hit It: Una fiesta de números / A Fiesta of Numbers*, by Rene Saladana Jr., illustrated by Carolyn Dee Flores

*Amazing Grace*, by Mary Hoffman, illustrated by Caroline Binch

*Grandfather Gandhi*, by Arun Gandhi, Bethany Hededus, illustrated by Evan Turk

*Max and the Tag-Along Moon*, by Floyd Cooper

*We Shall Overcome*, by Debbie Levy, illustrated by Vanessa Brantley-Newton

*Farmer Will Allen and the Growing Table*, by Jacqueline Briggs Martin, illustrated by Eric Shabazz Larkin

# Library Jobline of Illinois



<http://www.ila.org/jobline>

### Positions for Librarians and Support Staff

All employer job openings are listed on the ILA website ([www.ila.org/jobline](http://www.ila.org/jobline)) for 30 days and the cost is \$100.

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# With E-books Still Pricey, Illinois Libraries Flex Their Marketing Muscle

“It’s a rare thing in a free market when a customer is refused the ability to buy a company’s product and is told its money is no good here.” —Maureen Sullivan, *An Open Letter to America’s Publishers*, 9/28/2012

When Sullivan penned this letter as president of the American Library Association, she was worried about the future of libraries. The ALA sought public support over a dispute between libraries and Big 5 publishers in much the same way that Hachette Book Group is currently enlisting authors in its fight over book pricing with Amazon.

The problem was simple. Library patrons were reading more and more e-books. Libraries were locked out of purchasing half of the most popular books electronically. Simon & Schuster, Macmillan, and Penguin would not sell libraries e-books at any price. Other large publishers imposed Draconian lending limits — requiring books to be repurchased after a year or setting a limit on lends. Worst of all, some publishers were charging seventy dollars or more for libraries to buy the same e-book that consumers could purchase for ten dollars or less.

Two years on, the situation has barely progressed. Simon & Schuster expanded a test of e-book sales to libraries with the New York Public Library to include fifteen other libraries. Macmillan now sells most of its backlist to libraries through OverDrive, but none of its new releases. Penguin now sells e-books to libraries through OverDrive, but new releases cost \$18.99, approximately three times the average cost of an e-book bestseller in November of 2013.

Worse still, publishers are charging libraries even steeper prices for some of the most popular e-books. Donna Tartt’s bestseller *The Goldfinch* (which ironically just won the 2014 Carnegie Award for fiction, an award chosen by librarians!) is selling for \$7.50 on Kindle at the time of this writing. During the 2013 holidays it was discounted as low as \$1.79. How much do libraries pay for the identical e-book (which is digitally encrypted and like a physical book can only be lent to a single library patron at one time)? According to the Douglas County Libraries in Colorado, the answer is \$90. And no, Ms. Tartt does not deliver it in person for that price.

As I argued last year, part of the problem is that libraries have failed to prove to publishers that they can be powerful allies in building audiences for new books. With over 1.5 billion visits in 2011, libraries are more visited than any bookstore chain in the country — and according to some estimates more than Amazon as well. Unlike bookstores and other retailers, libraries are happy to be showroomed. But because libraries long ago adopted a strategy of meeting patrons’ demands by stocking large number copies of bestsellers and other popular items, publishers perceive them to be competitors.



A joint project by Illinois' major library systems and the Illinois Library Association aims to change the balance of power. The Soon to Be Famous Illinois Author project had a simple goal — use a contest to find a great self-published author from the state and then use the power of the state's libraries to promote that author. The plan was as straightforward as the goal: local libraries screened submissions and nominated self-published books by local authors. Over a hundred nominees were then judged by a statewide panel of librarians. The competition kicked off in 2013 and the winner of the first award is Joanne Zienty for her literary novel, *The Things We Save*, which has also been judged favorably by *Kirkus Indie Reviews*. The other finalists were Mary Hutchings Reed, whose literary novel *Warming Up* was also short listed for the William Faulkner Wisdom Competition, and Rick Polad, who contributed the hardboiled detective novel *Change of Address*.

Full disclosure here — the competition was partly inspired by a talk I gave at the 2013 American Library Association Conference in Chicago, so I'm biased to think it's a good idea. But the experience of reading new writers seems to have energized librarians in Illinois.

Denise Raleigh, one of the organizers of the contest who works for the Gail Borden Public Library District, summed it up: "Libraries have always helped patrons find great books. It's especially gratifying, though, to discover three great Illinois authors before the big publishers do and to help bring them to a wider audience." **ILA**

*This article originally appeared on Forbes.com and is reprinted with permission of the author, who will be a featured speaker at the 2014 ILA Annual Conference, October 15 from 2:00 to 3:00 P.M. in Springfield.*

*Joanne Zienty will be signing books as part of the Illinois Author showcase at the 2014 ILA Annual Conference, Wednesday, October 15, from 12:15 to 2:00 P.M.*



# ILA Welcomes New Members

We would love to welcome your friends and colleagues, too. By sponsoring a new member, you share the benefits of membership with others ... and help create a stronger and more effective voice to promote the highest quality library services for all people in Illinois.

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## ***Webinars***

ALSC's webinars are the perfect solution for someone who wants and needs educational information but doesn't have a lot of time or resources. These short (one to two hour) interactive sessions taking place in Adobe Connect give librarians and library support staff the opportunity to learn right at their desks.

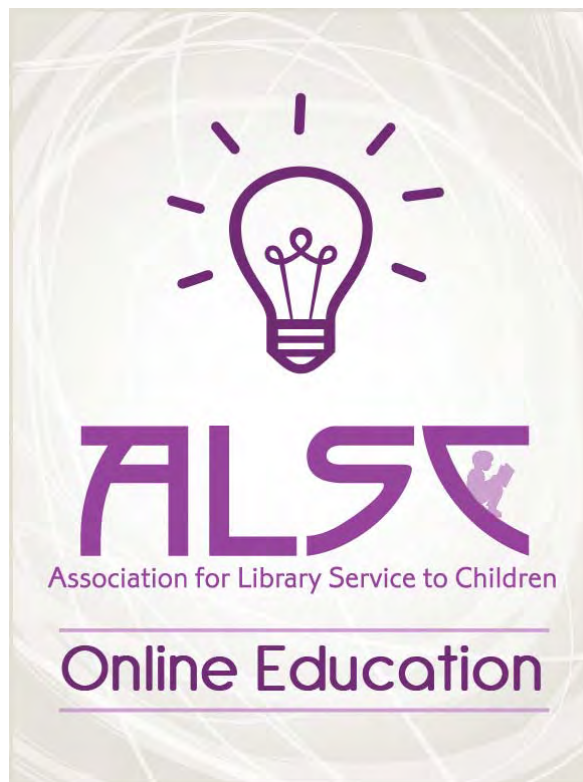
## ***Webcasts***

Webcasts are webinars that have already taken place, but are still available for only a fraction of the cost. Webcasts are on-demand video that can be watched by the purchaser at any time. These are perfect for trainings and viewing multiple times!

## ***Education proposals***

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# Sally in Libraryland

One of the very best things about this stage in my library life is that, now that I am no longer on the staff of a library, I get to explore any library topic that interests me! Sometimes it's just stuff that pops into my head and makes me wonder, and, being a reference librarian, I go looking for information about whatever I'm wondering about. Sometimes it's a request from someone to do a program, and then my exploration is much more focused on whatever the topic at hand is. Sometimes it's committee work. And, just now, it was the result of a conversation with colleagues over lunch.

For a number of reasons, the conversation turned to marketing. Some libraries are blessed with marketing professionals who not only understand how to promote their libraries' services and collections, they also get libraries. The initial road is a little rockier for marketing staff that come to libraries from other fields, but if they listen well, they can truly become a part of the library team, and know when to ask library people for input! Sometimes someone in computer services is assigned responsibility for electronic marketing, regardless of whether they know anything about marketing, or possibly even libraries, because they know a lot about electronics.

At one point, a lot of people looked at library marketing as unnecessary. We're here, we're wonderful—how can they not love us? But most library folk have learned that, with everything out there competing for our users' attention, we need to remind them that not only are we here, and wonderful, we also have resources and services that are exactly what they need, and that we're the best deal they're likely to get anywhere.

Although we have pretty much all learned the value of marketing to our libraries, not all of us are lucky enough to have a staff position of any sort dedicated to marketing. And that means that marketing can either be a hit or miss proposition, or it suddenly becomes one of those "other duties as assigned," and poof, in addition to whatever you've been doing—now you're doing marketing.

## **If that's you, what do you do?**

I've always felt that *all of us* are smarter than any one of us. In practice, this means that when I have a problem to solve, I try to get as many brains involved as I can. Sometimes, of course, there's not time, and I just have to do the best I can with what's in my own head. But if there is time, I see no need to reinvent wheels, or start from square one. Life is too short!

And in the case of library marketing, there is one handy dandy resource that can help anyone who has to do it: The ILA Marketing Committee Blog, <[Illinoislibrariesmatter.wordpress.com](http://Illinoislibrariesmatter.wordpress.com)>. The contributors are both marketers and library folk. You'll find ideas for promoting your library in general, as well as specific areas. It's a quick read, because if we had time to read a textbook on library marketing, we would, but we don't.

Scroll through previous posts, and learn a lot. If you've looked around and realized that you need a more cohesive look to your flyers and bookmarks, whether print or electronic, there's a post about that. If you want to read how a marketer feels about passive-aggressive social media posts—and how to make yours better—you can.

How to engage all the staff in marketing efforts? It's here. What ridiculous-sounding promotions really worked? Yep. What "Librarians on the Loose" are accomplishing? Oh yeah.

How to fill those programs you've worked so hard to put together, what the Highland Park Public Library did with catalog cards to celebrate their 125th anniversary, how to actually create a marketing plan, and what training opportunities are on the horizon? It's all there, and more.

If you think you will never have anything to do with marketing, you're probably wrong, so reading this blog will show you how much fun you could have! And if you aren't likely to participate in one of those library song-parody videos that show up on YouTube, you might discover you could be the person who bakes the cupcakes for the wedding photo shoot in the stacks.

The reality is that unless we keep reminding people how wonderful we are, most of them—you know, the ones who aren't in our libraries weekly—will simply forget. And come referendum or budget time, being forgotten is the last thing we want to be.

Take a look—tell me what you think. And if you have a good idea or experience that hasn't been covered—or a new twist on something that has—the marketing committee would love to hear from you!!

Do you know of another handy-dandy source that can provide a lot of help in very little time and for no money? I'd love to learn about it! You can reach me at [Sallyinlibraryland@yahoo.com](mailto:Sallyinlibraryland@yahoo.com)!







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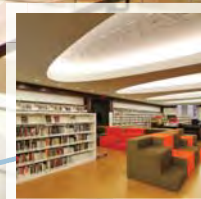
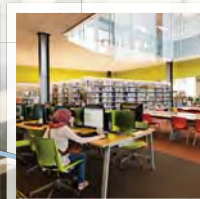
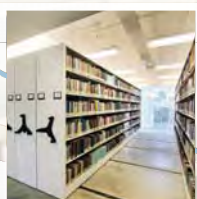
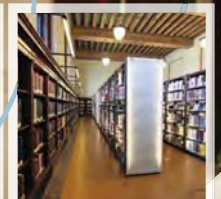
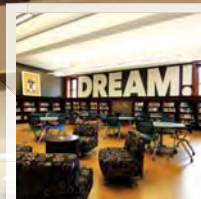
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