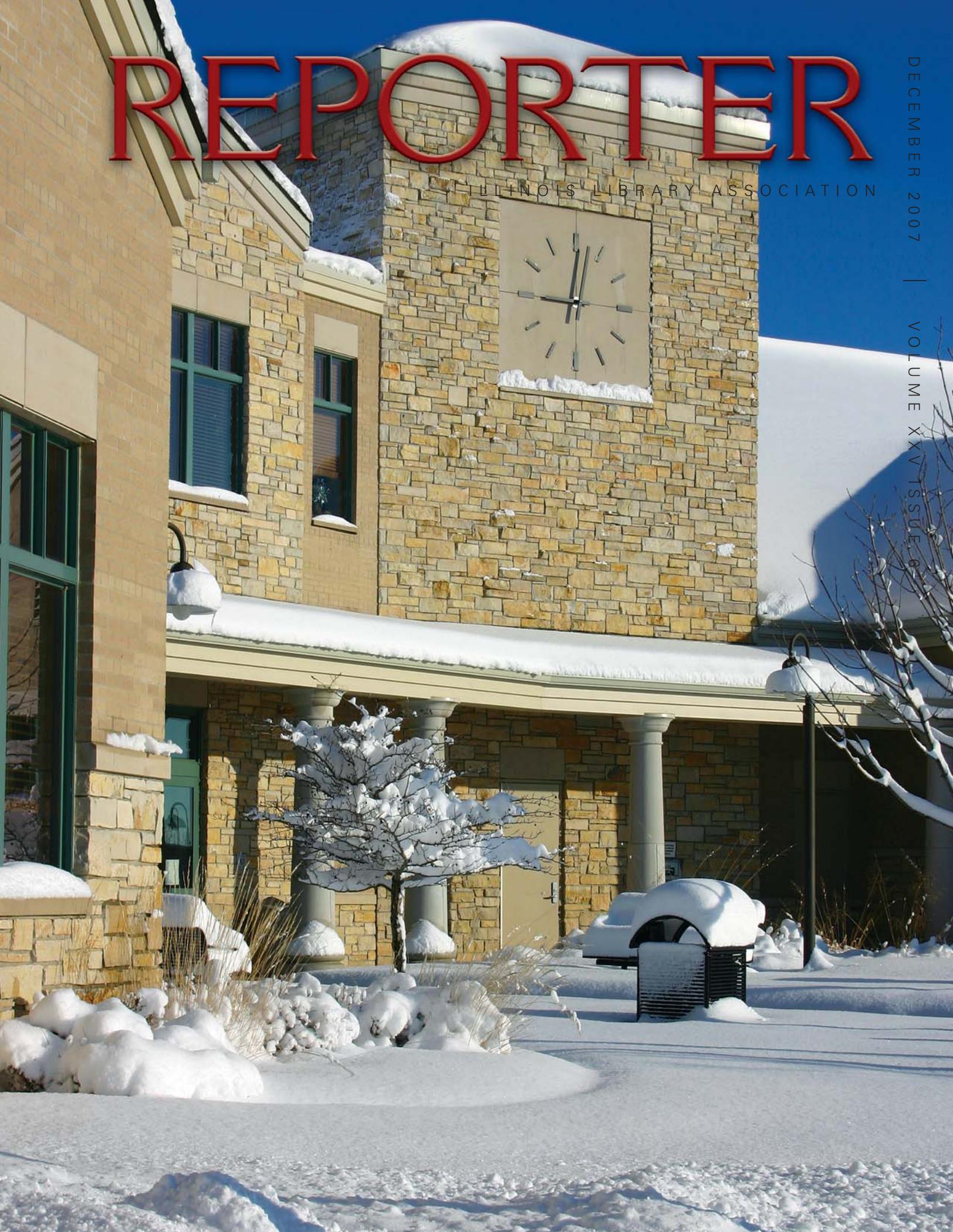


# REPORTER

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 entrance to the Ela Area Public Library District in Lake Zurich. Photographed by the library's graphic artist Dianne Rose in January 2007.

This year's *ILA Reporter* covers showcase the incredibly rich heritage of Illinois libraries photographed, inventoried electronically, and archived in "Art and Architecture in Illinois Libraries." (See April 2006 *ILA Reporter*, pp. 12–17.) The Illinois State Library, a division of the Office of Secretary of State, supported this project using funds provided by the Institute of Museum and Library Services (IMLS) under the federal Library Services and Technology Act (LSTA). Principal investigators: Allen Lanham and Marlene Slough, Eastern Illinois University. An electronic copy of this photo has been added to this LSTA project.

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 2,900 members are primarily librarians and library staff, but also trustees, publishers, and other supporters.

The Illinois Library Association has three 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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Illinois Library Association

33 W. Grand Ave., Ste. 301 | Chicago, IL 60610-4306  
phone: (312) 644-1896 | fax: (312) 644-1899  
e-mail: [ila@ila.org](mailto:ila@ila.org) | [www.ila.org](http://www.ila.org)

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# It Takes a Village to Market a Library

In this technological age, we have easy access to a variety and quantity of resources that were never before imagined. The old adage that libraries need to compete or risk becoming obsolete has never been truer, and marketing is an essential component to gaining that competitive edge. Here we feature three libraries that have placed marketing as a top priority in this race for customers.

## LIGHTS, CAMERA, LIBRARY!

The Benton Public Library in southern Illinois is located in a rural area of Franklin County about a hundred miles southeast of St. Louis and serves a population of 10,973. The library operates on a limited budget but that has not stopped them from thinking big and getting big results, too.

In 2006, the Benton library received an LSTA grant to offer patrons a variety of electronic resources such as MyMediaMall and Gale Virtual Reference Library. Funding for publicity was written into the grant. Since the library was targeting people who were not current users, they decided a television commercial might be a good way to reach this audience. No one at the library had experience doing such a thing, so director Molly Scanlan (now director of the O'Fallon Public Library) contacted the local ABC affiliate station and asked for help. The station was more than willing to assist, and eager to work with a library for the first time.

Since LSTA funds were paying for the commercial, it focused on the new services the library was providing, "The 24 Hour Library." They sent the production department digital photos of the library, graphics from the electronic resources that were to be promoted, and talking points that they wanted included. A script was produced by the station, and sent back for review. The library made some changes and in a week's time, they had their first television commercial. It was all done over the phone or via e-mail so the entire cost of producing the commercial was \$150.

Based on audience demographics provided by the station, the library decided to air the commercial during the morning and evening news times. Airing the commercial during the 10 P.M. news was the most expensive, because this is when they had their largest audience, while airing the commercial during the morning news program only cost \$39. Additionally, the station threw in a few free airing times for the library. The end result was that the thirty-second television commercial ran a total of twenty-nine times over a period of two weeks for a cost of just under \$2,000.

There was a phenomenal response to the commercial. Even though it was strictly about the new electronic resources that the library was offering, the commercial brought many new people to the library. These community members would never have used these resources had they not seen the commercial. The number of out-of-district cards sold that year doubled from previous years. And the only things that were really different from previous years were the television commercial and the new electronic resources.

Now that the commercial has ended, in order to keep marketing these electronic resources, every new patron is given a flyer about all the resources that can be accessed from the Benton Public Library's Web site. Although during the time the commercial aired there was a large surge of patrons signing up for these resources, the library continues to have a smaller but consistent number of patrons sign up to access these resources each month.

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Praxair's Library Services employees Joanne Reczka and Yvonne Curry.



“Marketing ourselves to attract new and retain current customers is critical to our survival or we risk being replaced or outsourced.”

## THRIVE, NOT JUST SURVIVE

Praxair's Library Services has been providing information worldwide for Praxair, Inc., a global Fortune 300 company, for more than thirteen years. Four full-time employees with combined information work experience of more than forty-eight years serve two physical libraries in North America—one in Burr Ridge, Illinois and the other in New York.

Praxair Library Services Manager Crystal Megaridis says that continuous marketing is important just to keep up with the ebb and flow of employees and the steady growth of the customer base. Many of their employees have never had a corporate library before and they have to make them aware of its existence.

Not only does Megaridis spend a significant amount of time planning, implementing, and evaluating marketing efforts, but the entire staff also gets involved. Additionally, they involve employees from other departments who recognize the value of library services. They ask them to spread the word by mentioning the library in their meetings, to new employees, or to anyone they meet in the organization.

“Continuous marketing is important just to keep up with the ebb and flow of employees and the steady growth of the customer base.”

The library's annual marketing plan is set up in December for the following year, and each month a different library product or service is featured. Megaridis analyzes the usage statistics to determine which marketing strategies have been successful and will continue. Some of the marketing tactics that are used at the Praxair Library Services include:

- Involve everyone — staff, colleagues, and customers.
- Post quotes from satisfied customers on the Intranet.
- Post an annual report page to tout usage statistics and other accomplishments.
- Post pictures of staff on Web page. This is helpful to those customers who will never be at the facility to meet them.
- Honor a “Customer of the Month” with a certificate, bookends, and a picture and a quote from them about the library on the Web site.
- Hold monthly orientation sessions, done live in New York as well as via MeetingPlace, for employees. They have found that in-person invitations are the best. Customers are less likely to attend with a voice mail or e-mail invitation.
- Monthly “FYI: For Your Information” distributed in hard copy at two of their physical locations and posted electronically on the Intranet for others to read.
- Annual Special Libraries Day — Thursday of National Library Week. Bring in food, vendor demonstrations, and hold an Internet scavenger hunt with prizes.
- Monthly coffees — bring in treats and coffee to celebrate some odd holiday each month.
- Ask Corporate Communications group to run articles about the library one or two times per year.
- Surveys — monthly, we send user surveys to past users and employees who have not used the library's services in the past year. Follow up on problems that they may have experienced.
- Get invited to speak at staff meetings of different groups and use the time to focus on information products that will be of value to that particular group.
- Make sure to send at least one e-mail message per week to the on-site locations about something, such as an upcoming Lunch & Learn, etc. Just one more reminder that the library is there.

Most importantly, Megaridis states that “marketing ourselves to attract new and retain current customers is critical to our survival or we risk being replaced or outsourced.” She wants to thrive, not just survive, and has a firm belief that information services in the corporation make a tremendous impact on the bottom line through those who utilize their services.

## ASK US. WE ANSWER.

The Arlington Heights Memorial Library (AHML) is a busy place with over 2,200 visitors daily and more than two million circulation transactions per year. Sixty-six percent of the 76,000 people served have a library card and use it. To reach out to such a wide swath, the library creates focused promotional campaigns with “ideas that stick.”

“Ideas that stick” can be best described as concrete ideas, which are easy to remember.

One recent campaign with a marvelously sticky idea was the branding campaign: “Ask Us. We Answer.” According to AHML Public Information Officer Deb Whisler, the core message, and the idea that they want to stick with the taxpayers, is that “we’re here for you — you can depend on us for all your information needs.”

AHML staff member Jon Kadus wearing his “Ask Us. We Answer” t-shirt at work.

Having a clear strategy gives direction and purpose to all marketing activities at the AHML. For instance, the library’s branding campaign started with a simple idea intended to stick: “Our brand is our promise to our customer.” Whisler, who created the campaign, says that “our brand creates, and sustains, our library’s reputation of excellence with our customers.”

A popular and effective marketing tool that the Arlington Heights library used to promote the branding campaign was a series of testimonial ads. With permission, customers’ comments from thank-you letters or emails were reprinted with a photo of the person making the comment. Some of the customer comments referred to their satisfaction with library services, others to specific library experiences.

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ARLINGTON HEIGHTS MEMORIAL LIBRARY  
www.ahml.info 847-506-2613

## ASK US. WE ANSWER.

### How can WE change lives?

<p><b>"The Arlington Heights Library is a great place to browse, work and learn. I love the Web site and the Web Librarian service. The staff is always pleasant and interested in helping."</b> —Maraha Wollander Arlington Heights</p>	<p><b>"Since moving here as a physician from Bulgaria, I needed to take the Practical English Exam for Physicians to obtain my license. Half of my passing test score belongs to my tutor Carol Fitzsimon. I am so grateful for the library's help to learn the English language."</b> —Perka Gurney</p>	<p><b>"I've been doing genealogy research for 6 years, and our library has been a great source of information. I've lived in Arlington Heights for 30 years. I don't move because I could never leave our library."</b> —Sandra Gordon Arlington Heights</p>	<p><b>"Your system of circulation is superior—requesting material over your web site is so delivered by your bookmobile almost to my doorstep leaves this eighty-year-old man nearly speechless!"</b> —Cal China Luther Village resident</p>
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### What can WE do for your business?

<p><b>"The staff at the Arlington Heights Memorial Library is exceptional. I have used their services for many years and they have always been helpful and professional. What is not to love about our library?"</b> —John D'Amico Business Development Manager www.ahml.info 847-506-2613</p>	<p><b>"I have used the Arlington Heights Library to get away to a quiet place to do research on my business. It's a great place to work."</b> —Lisa Hagan www.ahml.info 847-506-2613</p>
<p><b>"I have used the Arlington Heights Memorial Library for many years and they have always been helpful and professional. What is not to love about our library?"</b> —John D'Amico Business Development Manager www.ahml.info 847-506-2613</p>	<p><b>"I have used the Arlington Heights Memorial Library for many years and they have always been helpful and professional. What is not to love about our library?"</b> —John D'Amico Business Development Manager www.ahml.info 847-506-2613</p>
<p><b>"The most valuable card in my wallet is my library card. It gives me access to the universe."</b> —Dr. Cathy Kapica ARLINGTON HEIGHTS Global Director of Research McDonald's Corp. www.ahml.info 847-506-2613</p>	<p><b>"I have used the Arlington Heights Memorial Library for many years and they have always been helpful and professional. What is not to love about our library?"</b> —John D'Amico Business Development Manager www.ahml.info 847-506-2613</p>

## ASK US. WE ANSWER.

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Initially, the testimonials appeared as ads in a community paper, paid for by the Friends of the Library. The brand, “Ask Us. We Answer.” was in place on every ad. To get extra mileage from the customer focus and to reinforce the message of customer satisfaction, Whisler has repackaged some of the testimonial ads featuring them in a “Welcome” brochure for new library cardholders.

The testimonials have also been included on posters that are periodically set out to grab the attention of a targeted group as they enter the library for an event. For example, a poster with a testimonial that emphasized how the library’s expert advice helps local businesses was displayed at a Chamber of Commerce breakfast hosted at the library.

In addition to customer testimonials, the library involves its board and staff in marketing activities. During the past two summers, many staff wore “Ask Us. We Answer.” t-shirts on weekly t-shirt days at the library, which creates a very visible promotion to the customers within the library. Library staff and trustees also wore their “Ask Us” t-shirts in the community’s

July 4 parade. Representing the library like that made for a great visual that reached the public in a fun way. A staff photo contest titled, “Where in the world did you wear your staff t-shirt?” motivated staff to continue to promote the library message in unique places, including a Cubs game at Wrigley Field.

Whether it involves the trustees acting as ambassadors for the library’s marketing messages in their circles of influence, contests, or unique giveaways from the library, Whisler says, “We all work together to make our marketing ideas stick, and create a buzz with word-of-mouth support to reinforce our marketing strategies.”

Our three featured libraries demonstrate the wide variety of ways to effectively spread the word about your library. Whether you are working with a limited budget, expansive service offerings, an enormous customer base (both real and potential), or all of the above, you can be creative in your approach to marketing your library. Use some of the ideas presented or combine these and other activities into a unique hybrid that fits your library and your community. ■

AHML staff members Deb Whisler, Diane Accurso, and Paula Moore promoting the library brand outside of Wrigley Field.

“In addition to customer testimonials, the library involves its board and staff in marketing activities.”



AHML staff member Mike Driskell and trustee James Bertucci get ready for the 4th of July parade in Arlington Heights.



# Multitype Marketing Tips

- 1 Keep the core message simple. Think about the clarity of the idea first — and then put the creativity and persuasion into the message delivery to make the idea “stick.”
- 2 When you get a big new idea, do your homework and work through the details. You only get one chance to make a great first impression. Make the first impression for your new campaign idea count.
- 3 Recognize that it takes time. It takes time from your already busy day to design and implement a marketing plan. It also takes time for results of your efforts to bear fruit.
- 4 When testing a campaign idea for the first time, try and do it in free or cost-efficient ways. If it fails, you haven't lost a lot. If it's a success, you've made a smart investment to launch your campaign.
- 5 Be flexible. If a marketing tactic is not working, let it go and try something else. Don't let yourself become overly attached to any one tactic.
- 6 Timing is everything. If you tie a campaign promotion into an event currently going on (like a holiday or a green campaign), you can “piggyback” to secure media attention, awareness, or goodwill for your idea.
- 7 Use a variety of media approaches — different people relate better to different types of media.
- 8 Tell your audience who you are and what you do — often. The more frequently you tell them, the greater the chance you will become known for what you do and how well you do it.
- 9 Make sure you and all of your staff know everything about your resources and services. Every interaction with customers should be considered a marketing opportunity.
- 10 Be cognizant of how library service fits into the scheme of things from your customers' viewpoint. Remember that their goal is to be successful in their current endeavor, so think about how your services can help with their specific needs, as opposed to giving them an onslaught list of all you can do for them.
- 11 Take marketing and communication ideas you hear from other organizations, modify them to suit your organization, and try them.
- 12 Use any internal marketing or communications services you may have in-house. Pick their brains for ideas you can use.
- 13 Track your usage patterns! Has the marketing effort really been helpful? If, after several months, results are not what you expect, reevaluate and try something else.
- 14 Ask for feedback from your customers.



PRESS

W. Robertson  
DI399



# Tips to Get Your Story Told

**T**he news media intimidate most people. A number of reasons could account for that, but I have found that most people — not all, but most — who are either intimidated or dislike the media are those who do not have any type of personal relationship with individual members of the media.

If you don't invest in some relationship building along the way, the lack of personal relationship will be the kiss of death when you need good press coverage most. Remember the line from an old Carol King song: "You can't talk to a man who has a shotgun in his hand." News people are more apt to come at you in times of crisis with both barrels blazing. And, if they don't know you, it simply makes the experience that much more challenging.

A challenge also can exist when you want to get a "good news" story printed and you don't know the local media. Reporters and editors are looking for stories. If you approach them intelligently, and get to know them, your chances of getting attention will be enhanced somewhat.

With that in mind, I have nine tips to help you enhance your chances to get your story told.

**Tip #1** — Be proactive by taking your message about the value of public education to the people you want to reach, rather than waiting to be discovered. In order to do that, you need to take at least three steps:

Have a plan. Most of the mistakes I see made in media relations occur because the people sending the message don't have a clear plan. You need to know where you are going, what you want to say, whom you are trying to reach and how you plan to get there. If you can't answer those fundamental questions, then you run the risk of sending disparate messages that could confuse the public you are trying to reach.

Put someone in charge. Coordinating your efforts is vital. Whether you have one library or many branches, someone needs to take the responsibility to develop and coordinate a media strategy. This will give you the greatest opportunity to stick with your plan, and consistency is extremely important.

Know what your message is. What are you trying to say? Are you trying to change the community's perception about your library? Are you trying to encourage more voluntary involvement? Are you trying to create a favorable atmosphere for a referendum? Whatever your message, define it clearly and then choose the media strategy that will best achieve your mission.

**Tip #2** — Be persistent and consistent. Whatever your public information strategy, keep at it, over and over and over and over and . . . well, you get the idea. One of the biggest mistakes advertisers and public information specialists make is that they use the quick fix and then stop. Whatever your resources, plan your information activity accordingly so that the message is spread over the course of an entire year and beyond. And then stick to it.

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**Tip #3** — Get to know your local media representatives and their rules. What do they expect? What are their deadlines? What are their policies on dealing with material submitted from other sources? Do they have biases about your interest? Better find out about them now. Your goal should be to create an atmosphere in which you can get positive information out. That will be much more difficult if you do not have a personal relationship at some level.

I'm not suggesting that it will be easy to create this relationship. There are no guarantees with the working press. Reporters and editors are very leery about being manipulated. They have a healthy distrust of public relations specialists and spin doctors — as they should have. After all, serious news people take their roles of being the “watchdog” of government and society very seriously.

**Tip #4** — Know how to prepare copy. Editors can be irritable people when they are under deadline pressure. If your copy is poorly prepared, sloppy, or does not conform to standard style and grammar rules, you will simply throw up another barrier to getting your information published. Look at your local newspaper, watch television news, or listen to the radio to see how they handle different types of stories. Notice how they try to get the important information into the top paragraphs. That's known as the “inverted pyramid” of a news story. A newspaper article can often be much longer and include much more information than the two or three “sound bites” on TV and radio.

“Sell the sizzle,  
not the steak.  
This means  
emphasize the  
visceral element  
in your news stories  
that potential readers  
will relate to most.”

“There are no  
guarantees with  
the working press.  
Reporters and editors  
are very leery about  
being manipulated.”

**Tip #5** — Use photographs and graphics whenever possible. We live in a visual age, so including photos or graphics with your submitted materials enhances your chance of getting your information published. Most newspapers these days are more graphically appealing than they used to be, so look for opportunities to fit into that emphasis. If you have the budget for publishing a colorful brochure, do it.

**Tip #6** — Look for the link between your goals and their relationship to the lives of the people in your community. There is one real obvious way: News organizations love people stories. So, tell real stories of real people making a difference in libraries. How does this contribute to community well-being overall? Look for the natural emotional links that can be trapped. When it comes to your annual budget story, put a face with some of the figures or at least put the numbers in human terms. In short, the goal in carrying out a media plan should be to look for every opportunity where your goals may be demonstrated in human terms that make sense to the gatekeepers — i.e., media outlets — and that form a link with the audience you are trying to influence.

**Tip #7** — Sell the sizzle, not the steak. This means emphasize the visceral element in your news stories that potential readers will relate to most. Basic elements of home, family, warmth, comfort, security in the future, and having a feeling of self-worth are parts of the human equation to which we all relate. Instead of trying to sell readers your library directly, sell them on the value of a better life, better health, a better community, and a better business climate... and, oh, by the way, the path to achieving those goals leads through the local library. It isn't an afterthought, but it will connect better if you sell the emotion first.



**Tip #8** — Don't discount the use of advertising. Advertising is a great way to get your message out. Most businesses and interest groups use newspapers and other media to promote targeted messages about products, services, and issues. Advertising makes practical sense because all media are businesses and are trying to make a profit through advertising dollars. Common sense should tell you that you are an advertiser; you have already established a relationship with the newspaper or whatever medium you choose that could serve your interests well in other areas.

News coverage is not for sale, of course, but as a governmental entity, you already have your toe in the door. Advertising could also increase your chances to have other conversations. Can't afford advertising? Some newspapers and broadcasters are willing to run public service announcements (PSAs), and information of a general nature about libraries might qualify. However, remember that every charitable organization on the planet is asking for that same space.

**Tip #9** — Lastly, have your Web site focused on your mission. More and more people are using the Internet to obtain specific information about services and products that are important to their lives. Your Web site should help identify and brand your library. A Web site should not be a substitute for the other avenues you use to get your information out, but it should complement those efforts. It is another way for you to tell your story, your way.

Make your site easy to navigate for the public and the media. Have up-to-date information readily available so that they can make informed decisions and learn what's going on, and give them a number of different ways to contact you for more information.

If you only take one thing away from these tips, keep this one truth in mind: Get to know your local media representatives as well as you can. **ILA**

# Protecting Library

## Patrons' Confidentiality: Checklist of Best Practices

**T**his content is reprinted with publisher's permission from Magi, Trina. *Protecting Our Precious Liberties: What Every Educator Needs to Know about Libraries, Privacy and Freedom of Inquiry*. Bloomington, Ind.: Phi Delta Kappa International, 2005. Recent changes in the Illinois Confidentiality Act (see October 2007 *ILA Reporter*, pp. 9–12) make it especially relevant.

Now that libraries have greater-than-ever potential for collecting and storing many types of personal data, often in digital form, librarians must be increasingly vigilant in guarding the public trust (Sturges et al., 2003). Fortunately, the library literature offers many concrete actions librarians can take to protect the confidentiality of library patrons, as listed below.

### **Conduct a privacy/confidentiality audit.**

Librarians should first review their everyday operations to make themselves aware of the many types of records that link patron identifiers with information requests. Examples include:

- Circulation records
- Overdue materials records
- Interlibrary loan requests
- Database search records
- Requests for photocopy duplication
- Request slips for materials in closed stacks
- User profiles for selective dissemination of information (SDI) services
- Records of Web pages visited on public terminals
- E-mail messages sent and received on public terminals
- Records of individual consultations with patrons
- Copies of messages generated through e-mail or chat reference services
- Sign-up sheets for use of computer terminals or other library resources

**Gather the minimum amount of patron information needed for library operations (Drobnicki, 1992; Fifarek, 2002; Nolan, 1993).**

If the library needs to collect data about patrons for planning purposes, librarians should find a way to do so that protects the anonymity of patrons. For example, information could be collected in a separate database with no field for patron name or other personally identifiable information (Nolan, 1993).

**Retain information connecting a user to a particular transaction only as long as needed for normal operations, and then discard (Nolan, 1993).**

As long as records of any type exist, librarians cannot ensure confidentiality, because the records can be obtained by government agencies. Experience shows that agencies will seek this information, and can do so more easily under provisions of the USA PATRIOT Act (Crawford, 2003). Crawford disputes many of the arguments made in favor of retaining records, and warns that we should be careful about giving up too much liberty in exchange for security. He suggests that librarians can continue to provide personalized services such as selective dissemination of information, but should ask for patrons' permission and tell them about the risks.

**Restrict access to patron information to a limited number of appropriate library personnel, and don't give access or information to faculty or administrators (Nolan, 1993).**

**Write use and privacy policies that tell patrons what they can do to protect their privacy, and acknowledge the limits of what you can do to protect them (Fifarek, 2002).**

**Educate staff on confidentiality policies (Nolan, 1993). Also educate administrators, library board members, town officers, and others whose support you will need.**

**“As long as records of any type exist, librarians cannot ensure confidentiality, because the records can be obtained by government agencies.”**

**Make available a flyer or poster that states patrons’ rights to privacy, possibly including the text of the applicable state law (Hidebrand, 1991).**

**Rather than using sign-up sheets or otherwise creating records of people who use library computers, use a “pass system” in which the patron shows an ID to a librarian, but the ID is not recorded (Minow & Lipinski, 2003).**

**Avoid practices and procedures that place patron information on public view (American Library Association, 2004b).**

ALA advises librarians to (a) avoid using postcards to notify patrons of overdue or requested materials, (b) avoid giving the titles of reserve requests or interlibrary loan materials over the telephone to members of a library user’s household or leaving such information on answering machines, and (c) be sure to position staff terminals carefully so that screens cannot be read by members of the public (American Library Association, 2004b).

**If the library uses an outside Internet Service Provider, choose one whose practices best match the library’s privacy policy (Minow & Lipinski, 2003).**

Minow and Lipinski (2003) observe that patrons’ Internet activities and messages can be easily tracked and the library cannot control that information. Internet Service Providers, unlike libraries, may not have any incentive to resist government requests for patron information.

**When using commercial document suppliers, make sure the library is not required by the agreement to identify the patrons who request information (Nolan, 1993).**

**If the library buys an Internet filtering product, be sure the company will not sell its database of Web sites visited by patrons in the library (Minow & Lipinski, 2003).**

**Encourage the library consortia to which you belong to adopt privacy policies. Otherwise, you cannot guarantee the privacy rights of your patrons (Minow & Lipinski, 2003).**

**Don’t include patron names on interlibrary loan requests sent to other institutions (Nolan, 1993).**

Nolan points out that when requests are submitted to lending libraries, user information is often unwittingly shared with people outside the borrowing institution. He also raises questions about whether state laws concerning privacy include interlibrary loan records, and if so, which state law applies — the law in the borrowing or the lending institution’s state? He advises that if the lending institution does not require the patron name, the requesting library should not provide it (1993).

**Find ways to separate patrons’ names from interlibrary loan records.**

Nolan asserts that the level of concern over confidentiality of circulation records has not been shown with regard to interlibrary loan records. “Interlibrary loan operations create a veritable blizzard of paperwork for most libraries... Due to uncertainties of shipping, most libraries keep these different pieces of interlibrary loan data for a considerable amount of time to help track and resolve potential problems” (1993, p. 81). Furthermore, interlibrary loan staff must keep for at least three years certain records about items they request in order to demonstrate compliance with

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copyright law (Coalition for Networked Information, 2002). There is no indication, however, that libraries must keep the names of the patrons who requested the interlibrary loan materials. Librarians should find ways to purge these names from the records they keep for the three-year period.

**Set automated circulation systems to purge borrower information when items are returned (Drobnicki, 1992).** Crawford warns librarians that the default in some automated systems is to retain circulation history, even after an item is returned. Librarians can change this, but they must first be aware that they need to do so. Crawford asserts that there is no excuse for maintaining circulation histories after items are returned and further believes there is no excuse “for a general-purpose library system that ships with retention of circulation history as a default, or even as an option without loads of warnings” (2003, p. 91).

**Delete old Web server logs (Fifarek, 2002).** Web log files store information about all the times Web pages are accessed, and may include such information as dates and times, URLs accessed, IP addresses or names of persons accessing pages, and whether or not the server successfully delivered the pages requested (“Web Log File,” 2001).

**Check with software vendors to see if they have tools for making the library system logs anonymous (Fifarek, 2002).** Many online library systems have the ability to log and track various uses of the system. For example, it may be possible to log every search performed in the online public access catalog.

**On public workstations, use boot routines to clear caches, temp directories, and recent history browsing files (Fifarek, 2002; Minow & Lipinski, 2003).**

**Use image programs to wipe out and recreate hard drives of public terminals each night. This will get rid of installed programs, cookies, and other identifiers, plus keep the machines in good working order (Fifarek, 2002).**

**Delete cookie files or set browsers to reject cookies (Minow & Lipinski, 2003). ■**

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“There is no excuse for maintaining circulation histories after items are returned.”



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# The Temperature's Rising: All Hands on Buttons

Illinois librarians had quite a run of significant programs this fall. Opportunities abounded for professional development and mind-stretching. As an academic librarian, I chose programs that were well attended by all types of librarians, but had a specific link to campus affairs. I must say that being surrounded by futurists for too many days in a month can make your head swim. Stellar ideas... sure; problematic... sure; inevitable... sure.

In the space allotted, I will touch only the tip of three programs I feel were outstanding. All were well attended; all included librarians and scholars from both near and afar; all had scrumptious food and ample time for provocative discussion.

"The Symposium on the Future of Integrated Library Systems," sponsored by the Lincoln Trail Libraries System at the Champaign Hilton Garden Inn on September 13-15, was about as spicy as a short-term conference can get. The full agenda and presentation links are available from the Web site [www.ltls.org](http://www.ltls.org), and you should spend some time with them.

Highlights for me included Michael Breeding's (Vanderbilt University) historical review of where the ILS has been and where it might go in the future. Many of us lived through the period of rapid innovation and change, especially for the last fifteen years or so, but I found it reassuring that, for the most part, we were taking care of business as best we knew how. Granted, some mistakes were made. But, as you know, hindsight is always 20/20. Our options changed radically throughout recent years; over time some hopes were dashed as other, more realistic choices emerged. You should peruse Breeding's colored chart of what happened to the automation vendors over the past thirty-five years, even though it will be a harrowing experience for those of you whose therapists have tried unsuccessfully to erase the memories of certain vendors from your mind.

Better still was Breeding's look at the current state of affairs, where he noted most of our automation choices are older than we would care to admit, with slim hope of seeing anything too exciting on the (dare I say) horizon. With merge and fold antics all too familiar, the open source software options seem so timely as well as almost old-fashioned. Isn't this how we started years ago, a local idea with a local pro? Of course, now open source comes with national partners to keep things going. Breeding stated that the "explosive interest in open source is driven by the disillusionment with current vendors." His list of up-and-comers proved to be the outline for later sessions during this symposium.

The program continued without a flaw, Michael Norman (UIUC) was engaging, bright, and full of metadata possibilities. He strives to make the library's Web presence as valuable as those of commercial competitors such as Amazon's Inside the Book, Google Book Search, and Microsoft Live Books. He lauded Endeca and AquaBrowser (and others). The following day, we heard from specialists using a variety of new products and developments in their own libraries. OCLC was well represented here, but don't miss Karen Schneider's pithy remarks nor the vendor's sob story so well acted by Carl Grant. The links to most of the presentations are posted. Congratulations to the Lincoln Trail team for such a thought-provoking three days.

Presentations at the ILA Annual Conference, held in Springfield October 9-12, pushed many buttons for those in attendance. The opening general session's keynote speaker, Michael Stephens (Dominican University GSLIS faculty) of Tame the Web: Libraries and Technology blog fame, put technology in its place in today's library. In his presentation, Re-envisioning Libraries for a Hyperlinked World: Trends, Tools & Technologies, Stephens advocated for the generation of content by our users, pushing blogs and other social communication venues above most all else. An enthusiastic presenter, he allowed his following on the Web to choose his wardrobe for the ILA appearance, and

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The image features a hand silhouette in the lower-left quadrant, pointing its index finger towards a circular target icon with a spiral center. The background is a complex, layered composition of abstract elements: a grid of faint lines, a network of thin white lines, and various geometric shapes like circles and triangles. The overall color palette is a range of browns and tans, creating a textured, data-driven aesthetic.

“Many of us lived through the period of rapid innovation and change, especially for the last fifteen years or so, but I found it reassuring that, for the most part, we were taking care of business as best we knew how.”

# “Hanging out at the coffee shop is not like using an academic library. Where have you ever seen 1,200 seats at Starbucks?”

[continued from page 18]

from how he talked, perhaps those are his best friends in the world. He has posted his ILA slides to his site; I am sure you will find them as well as other fascinating bits. He did refer to recent OCLC publications (available also in print) and found some relevant planning strategies there. His use of the old bash “libraries are inefficient, limited, and obsolete” was expected, but his challenge that catalogers (and subject headings) start looking for work was heartless.

Stephens’ recommendation to “be like our commercial competition” put me over the top. Make this clear: maybe in a few cities. Those great chain book sellers I have visited are not serving the same function as our libraries, and nowhere near it. Hanging out at the coffee shop is not like using an academic library. Where have you ever seen 1,200 seats at Starbucks? What online databases are they providing? Heck, they don’t even provide online access to what is in their store. Can you just like borrow some of their materials for, let’s say, sixteen weeks? The last Borders I was in had five comfortable chairs and two benches other than those straight chairs near their coffee shop; no book was more than a couple of years old; the magazines had the depth of about four weeks; Halloween, Christmas, and crossword puzzles seemed to be the focus. Forgive me, but this does not describe Illinois academic libraries, with or without coffee!

It seems that so much social communication is on target: feedback, user opinions, instant news reporting, dialogue, etc. But I take to task those users who browse a bit and talk a lot, read a few pages and respond that they are bored, read tea leaves and transmit their thoughts for the rest of the day. I am not trying to be insulting, but this “find something” attitude, rather than “find something worthy or accurate,” is so limiting. (Oops! That was more than a five-second rant, so I am about to lose my readership.)

I will say that Stephens had great ideas on being inclusive, building community, and staying receptive to constant change.

I loved his bossy library signs — I have probably torn down a few that could have eventually made his top ten. His call: be a part of it all, participate, keep up or ahead of your e-loving patrons.

The IACRL luncheon speaker, Howard Rosenbaum of Indiana University’s SLIS, provided a deliberate balance to the keynote speaker. I felt he cautioned about running too far in one direction without checking your library’s vital signs. Library 2.0 offers opportunities and we should adopt the various technologies as they fit into the library’s service plan. We still have choices!

Kudos to ILA President Bradley Baker (Northeastern Illinois University) and his conference planning team led by Kim Armstrong (Committee on Institutional Cooperation) and Jay Starrett (Southern Illinois University at Edwardsville). The days were full, worthwhile, and fun. Who knew?

Something we look forward to each fall, the Mortenson Center for International Programs at the University of Illinois at Urbana-Champaign again amassed an impressive corps of librarians from around the world to experience Illinois libraries and to share their good ideas for library services with many Midwest librarians. This year’s fall class of seventeen represented fourteen countries from Latin America, Africa, and Asia. They attended the 2007 ILA Annual Conference, presented a session at conference, roamed the exhibit hall, and danced and partied at the various ILA receptions.

The visitors were participating in a multiyear institute titled “Thinking outside the Borders: Library Leadership in a World Community.” Although the event is hosted each year in Urbana-Champaign, partnering with the Illinois State Library, the international librarians have also participated in events in both Arizona and Nebraska with local librarians there.

One of the treats of having the Mortenson Center so close by is the opportunity for Illinois libraries to host one of their visitors. For several years, Eastern Illinois University’s Booth Library has welcomed one or more Mortenson visitors for a few days. I highly recommend it for several reasons. First, you and your library colleagues will learn as much (or more) as the visitor will learn from you, perhaps about your own programs. Second, it helps recognize diversity and the need for it in our profession. It provides a hands-on experience for libraries who talk a lot about diversity issues but have not had the opportunity to really get advice from an “out of this world” librarian. Third, it makes your library a better player on the Illinois front. The Mortenson Center is a world-class program that allows Illinois libraries to stretch our borders and extend our reach, transporting our message to the far corners of the earth.

The Mortenson Center and the Illinois State Library seek to involve a diverse group of libraries each year in this exchange program. The host library sends a delegate to a leadership event and then returns home with one of the international visitors. Although only a few days long, much can be accomplished on these visits.

The enthusiasm of the visitors is catching for all staff members. Our visitors have opportunities to meet individually with leaders from our various library departments, probing preconceived notions of our (United States) ways of providing services and exploring the whys and hows of academic programming. No question is forbidden, and knowledge of the intricacies of our budgeting, spending, decision-making processes, and personnel practices are freely shared.

Our visitor this year, Héctor Raúl Grenni Montiel, director of the Don Bosco University Library in San Salvador, led a vigorous discussion with Booth Library faculty and staff after his presentation about libraries in El Salvador. We were touched by Grenni's description of efforts of the librarians who have made great strides in providing for their constituents even though there is little formal training for professional librarians available in his country (and several other countries as was noted in another recent Mortenson gathering). Political and social issues are at the root of librarianship in the United States and everywhere else around the world. Sometimes it takes a new face to remind us of our riches and successes.

A special moment occurred after Héctor had attended a meeting of the library faculty and staff with EIU's new president, Dr. William Perry. The agenda concerned the future of our institution and the president was seeking thoughts from the library community. Our visitor was touched by the sincerity and openness of the event, and impressed that such dialogue could even take place. Our methods of shared governance did not go unnoticed. There will be discussions with his staff when Grenni returns to Central America and begins work on some new ideas and goals developed from his Mortenson experience.

Wrapping up, I hope you have noticed that there was far too much to report on for these three events, but I felt it critical to mention each one. As you can tell from the border blocks to this article, there is so much to absorb, new acronyms to ponder, and new buttons to push. Technology is so wonderful and so encompassing for everyone today. Let's embrace it, squeeze it, and get all we can from it, while maintaining human contacts with our patrons and our colleagues. It doesn't have to be a blog posting or a hint from some mysterious new person; a phone call or note can also be effective forms of social communication. Hey, what happened to smiles and winks, and nudges in meetings? These are a few of my favorite things, but I can do the new, too, baby! 

## Selected terms and products encountered this month, some new for me... any new ones for you?

ALEPH 500	monolithic system
AMRC	Muse Global
Apache mod_perl	MySpace
AquaBrowser	next-gen interface
Ask	Ning
best bets	OLPC
BISAC headings	Onix
blogs	OPALS-NA
caps and sips	Open Content Alliance
Care Affiliates	Open Source
citations	OpenURL
CiteULike	persistent links
collaboration	personal profiling
CONTENTdm	PINES
course management	podcasts
decoupling	portals
del.icio.us	Postgresql
disaggregation	POV
Dublin Core	Primo
Encore	procurement processes
Endeca	ranking
Equinox	rating
ERM	recommendations
Evergreen	resource environments
Facebook	reviews
faceting	RFID
federated search	RFP
Flickr	RSS feeds
focus groups	SaaS
friending	scalability
Google	Second Life
Google Scholar	self-service
Grokker	Serials Solutions
Illinois Harvest	Shelfari
Index Data	social bookmarking
institutional repository	social communication
iPhone	social networking
Jabber	staff picks
Koha	Syndetic Solutions
LibLime	tagging
Librarian 2.0	Unicorn
Library 2.0	unified search
Library ELF	user environments
Library.Solution	Virtua
LibraryThing	Voyager
link resolvers	WebFeat
Linux	wikis
mashups	working lists
metadata	WorldCat Local
metasearch	XC
METS	XUL
Microsoft Live	YouTube
Ming	

Library-related stories appearing in local Illinois news media are reflected in this section of the *ILA Reporter*. The intent is to alert and inform other libraries about issues and events that are considered significant by the general media. The draft *ILA Reporter* text is sent to the library in question for accuracy before being published here.

## Proposed Library Ordinance Would Restrict Sex Offenders

Lee County State's Attorney Paul Whitcombe is asking the Lee County board to consider passing an ordinance restricting registered sex offenders' use of public libraries, reported the October 12 *Telegraph Reporter*.

"We are drafting an ordinance to bar sex offenders from the children's department and to require them to sign in and out of the library," Whitcombe told the county's executive committee members. Whitcombe became concerned about the issue when the Amboy Police Department asked him what they could do about a man, later identified as a sex offender, who was interacting with girls at the local library.

Public libraries have long been perceived by parents as a safe place for their children, but Whitcombe and Lee County Sheriff John Varga are concerned that that perception may not be valid. The proposed ordinance is similar to a Sacramento law that restricts registered sex offenders from being within 300 feet of libraries, day care centers, schools, and other facilities for children. Violating the law would be a misdemeanor punishable by a \$1,000 fine, Whitcombe said.

"We want everyone in Lee County to be consistent," he said. "We all need to make a decision on how broad the restrictions should be." Earlier this month, he and Varga contacted libraries in Dixon, Amboy, and Franklin Grove, asking if it would be beneficial for law enforcement to provide them with infor-

mation and pictures of registered sex offenders in the county.

Two of the three libraries appeared open to the idea of the ordinance, Whitcombe said. Staff at the other expressed concern that making sex offenders sign in at the front desk and barring them from the children's section may infringe on their rights.

Whitcombe acknowledged that the ordinance may receive some flack from library groups that think the ordinance might violate the Library Confidentiality Act, which many libraries interpret to mean they are prohibited from revealing the identity of a person after they leave the library.

When it comes to local sex offenders, the Lee County libraries are aware of the potential problem and "have all been doing a good job being vigilant," Whitcombe said. "The problem is that librarians are obviously not law enforcement officers," he said. "This puts somewhat of a burden on them."

Lynn Roe, director of the Dixon Public Library, said staff checks the Illinois Sex Offender Web site and is fairly aware of who is on the list, although provided information also could be helpful. "If they update us with current information, I think it would be convenient for the whole staff to be more aware of sex offenders in the area and to be provided with pictures," Roe said.

Whitcombe also said he spoke with state Rep. Jerry Mitchell (R-44, Sterling) about drafting state legislation requiring all sex offenders to sign in at the library front desk and keep out of the children's section. Whitcombe hopes the draft will

be complete by the first of the year.

"(Sex offenders) are an extremely dangerous class of people and require a special vigilance," Whitcombe said. "In Lee County, we want to take a stand and make sure that the libraries are a safe place for children."

**Editor's note:** In the current Illinois General Assembly session, Senate Bill (SB) 364 was introduced. The bill would have added libraries to those organizations notified when a registered sex offender moved into the jurisdiction. Currently schools, park districts, day care centers, and others are notified. Libraries would be provided the name, address, date of birth, place of employment, school attended, and offense or adjudication of all sex offenders and violent offenders against youth required to register in their jurisdictions. This legislation raised a number of issues. ILA certainly supports sharing information, but there were also concerns that receiving this information might affect the libraries' liability, and might result in exclusion of library patrons for actions unrelated to behavior in the library. After much discussion, the association decided to remain neutral on the legislation. The bill was approved by both chambers in the Illinois General Assembly, signed by the governor, and became law on August 17 (Public Act 95-0278).

It should also be noted that the ILA Executive Board voted on February 23 to approve the following general principle, as an operating guideline regarding proposed sex offenders legislation and prohibiting library usage: "All are welcomed in libraries, but individuals may be excluded based on individual behavior that violates the law or library policies."

## Illinois Family Institute Considering Class Action Suit Against Public Libraries

David E. Smith, Illinois Family Institute (IFI) Executive Director, has stated IFI is considering taking legal action against Illinois libraries who fail to block illegal, sexually graphic material on public library computers.

IFI worked hard to introduce House Bill (HB) 1727, which would mandate filters in Illinois public libraries.

The bill passed the Illinois House of Representatives by a vote of 63 yes, 51 no, and 1 present.

“This legislation is very important because the vast majority of Illinois’s 4,000 plus libraries — as many as 80 percent — believe that providing unfettered access to the Internet for everyone, including children, is a First Amendment right. This means that an 8-, 48-, or 88-year-old library patron could visit your neighborhood public library and accidentally or intentionally access pornographic Web sites,” stated Smith.

According to Smith, “The Illinois Senate may consider this bill as soon as early next year and Governor Blagojevich has already promised to sign this legislation.” Smith further requests that “if you or someone you know has been exposed to sexually offensive material in a public library within the state of Illinois, please contact us right away at (630) 790-8370 or e-mail us at [contactus@illinoisfamily.org](mailto:contactus@illinoisfamily.org).”

## Annexation Case Will Be Heard Outside Kane County

The Geneva Public Library Board has seen a small victory in its lawsuit against Batavia Public Library District officials, after sixteenth Circuit Chief Judge Donald Hudson agreed to a change of venue in the case, reported the November 6 *Batavia Republican*.

Geneva officials became concerned about whether they could receive a fair ruling in Kane County on Batavia’s

annexation of about 1,600 acres west of Geneva after finding out a Kane County judge is friends with a Batavia library official’s father.

Despite Kane County Judge Judith Brawka’s opinion that the friendship with Kane County Associate Judge Stephen Sullivan, father of Batavia library trustee Doug Sullivan, would not bias her ruling, Geneva library officials opted to move the case out of the sixteenth Circuit Court.

Esther Barclay, Geneva Public Library Board president, said board members have not heard where the case will be heard. “It’s up to the Supreme Court at this point,” she said.

The case goes back to 2006, when the Batavia Public Library District annexed 1,500 acres in Blackberry Township, mostly west of the Mill Creek subdivision that also is in the Geneva School District. (See *ILA Reporter* December 2006, p. 33 and *ILA Reporter* February 2007, pp. 28–29.)

Geneva library officials protested, saying they want to keep Geneva library and school boundaries as consistent as possible. Geneva officials said they had planned to annex the land in that area as it developed.

Since that time, the two libraries have battled in court and before quasi-judicial boards about whether the annexation was legitimate, and whether or not a referendum was needed to enact the annexation.

The lawsuit filed by the Geneva Library District seeks to establish if Batavia had the authority to make its annexations. It cites what Barclay called “faults” in the annexation. Geneva officials hope those are enough to convince a judge to void the annexation. Batavia officials have insisted their annexations were proper.

## Library Scammer Ordered to Pay \$6,000 in Restitution

For scamming the North Chicago Public Library with fraudulent bids for carpeting, Glenn Bullocks was sentenced by Lake County Circuit Court Judge Victoria Rossetti to pay \$6,000 in resti-

tution and perform 100 hours of public service work, reported the September 28 *Lake County News-Sun*.

The “conditional discharge” sentence is for eighteen months. With no violations during that time span, Bullocks’s record would be cleared. In a bench trial last February, Bullocks had been found guilty of bribery and lying on contracting bids. The Class Three offenses carry maximum sentences of five years in prison, but are also probationable, with maximum fines of \$25,000. Prosecutor Ryan Koehl and defense attorney John Murphy agreed on restitution and public service work.

Bullocks had provided carpet replacement services to the library in 2003, when his stepfather, Calvin Warren, was a board member. Bullocks was found guilty of bribing Warren and inflating the contract by \$8,151.

Bullocks’s bid topped \$20,000; he subcontracted the job to another man at a cost of \$12,299, including materials and labor. Bullocks paid Warren \$2,310, which the men described as a loan, but prosecutors said it was never paid back, and was a bribe.

Warren, 51, had previously pleaded guilty to official misconduct, for his role in the library scam, and separately for state benefits fraud for defrauding the North Chicago Housing Authority out of Section 8 subsidies totaling \$15,000.

Warren was ordered to pay full restitution and sentenced to 36 months probation and 200 hours of public service work. He was also sentenced to six months of work release at the county jail, but that was stayed pending successful completion of the remainder of the sentence.

His wife, Barbara Anderson Warren, 62, pleaded guilty to similar state benefits fraud and paid restitution of \$10,000.

## Decatur Village Mall Tenants Air Complaints to Library Board about Their Removal

Village Mall tenants told the Decatur Public Library Board that they're being treated poorly, as the library seeks to close down the mall early next year, reported the September 21 *Decatur Herald and Review*.

"It's not fair, and it's not right," said Nancy Fritts, owner of Kate's Café Bagels & Deli. "I wouldn't dream of treating my clients the way we've been treated," added Glenda Williamson, owner of Glenda Williamson Realty.

The library owns the structure, which flanks the library at 130 N. Franklin St., and tenants say they will be forced out by the end of February.

Tenants left the meeting unclear about what the library plans to do with the building after they're removed. Board member Garry Davis said tenants have been given six months of lead time to leave the mall, with two months rent waived to assist in their relocation, according to city librarian Lee Ann Fisher. The library is not looking to "evict" mall tenants and is willing to work with them, Davis said.

Tenants pressed the library board to divulge future plans for the mall. "Unfortunately, I cannot give you a precise use of the Village Mall at the current time," Davis said. Davis said there are "many ideas afloat" about how best to use the mall. The library board envisions the structure to be part of the library campus, and uses would be consistent with the library's mission, Davis said.

Fritts vowed to fight her removal from the mall. "The city of Decatur spends thousands of dollars to try to bring business, jobs, and paychecks to Decatur," Fritts said. "Now, the city, acting through the library, wants to bulldoze five small businesses, all owned by women." Fritts said she is standing by her lease. "If the library and city want to ignore a valid, binding contract and try

to throw my business out, well, I assure you, you have a court battle on your hands," Fritts said.

Managing a retail space is not consistent with the library's mission, occupancy of the mall has dwindled, and income from the mall has diminished, Davis said. "Through no fault of the Village Mall tenants or the library or the library board, we find ourselves in a position of being a commercial landlord leasing retail property for profit," Davis said. "When that developed, we had to re-evaluate the mission of the library as it related to that space."

Fisher said in recent days that the library retook control of the mall because the two previous managers had defaulted. Mall tenants said rumors continue to circulate that the library plans to allow the Decatur School District to use the structure. Mark Gibson, the library's attorney, said there have been discussions with the Decatur School District. Davis said no decisions have been made for the structure, and no leases have been signed for other uses.

The library should ensure that the public is well informed, said Mike Deatherage, owner of the nearby Novel Ideas bookstore. Deatherage said many consider a plan with the school district to already be a "done deal." "The board should focus on regaining the potential revenue the mall is capable of generating from private, rather than tax-funded, sources," Deatherage said in a statement. "If the facts show that the mall cannot produce some form of revenue, then it should be closed and other uses found. We suspect proper management should produce good results."

## Unserved Unincorporated Library Established in DuPage County by Volunteers

When Connie Murphy realized that the approximately 40 children enrolled in the Butterfield Park District's

preschool programs had no access to a public library, she decided to do something about it, reports the September 21 *Lombard Spectator*.

"Their parents were buying their books," said Murphy, preschool director for the Park District. "The idea of a library came up." She turned to the community and asked for donations and five weeks later, 1,000 age-appropriate books had been donated to the Park District. And so the Little Learners Library was born.

"It's completely phenomenal," Murphy said. "(Books) keep coming in. I actually don't have enough shelf space for them." Since the original 1,000 books arrived, another 600 have joined them, Murphy said.

Right now it's only open to children in the Park District's preschool programs, but its growth may eventually change that. "We hope we will be able to open it up to all of our residents," said Dayna J. Heitz, assistant director of parks and recreation. "We plan to expand."

The Butterfield Park District, which started in 1965, serves about 10,000 residents in unincorporated areas of DuPage County near Lombard, Glen Ellyn, and Downers Grove, Heitz said. The building that houses the preschool programs and the library is in Lombard.

Parents and children can pick books out together in the morning and the children, ages 2 to 5, now start their day in the library, which officially opened on Sept. 6, Heitz said.

"They love it," Murphy said. "Their parents love it. Before we introduced it to the kids, they were asking to use it." But Murphy emphasized it couldn't be done without the community. "I'm so inspired by the support of the community," she said. "They need to be appreciated and thanked for that. It's just a wonderful environment to work in." This is Murphy's second year with the Park District. "We have double the enrollment from last year," she said. "It's still growing."

## Parents Pushing for Ban on *The Chocolate War* for Seventh Graders

Several dozen parents at a Southwest Side Chicago public school are calling for school officials to ban a controversial book they say is filled with references to sex and violence, according to the September 20 *Chicago Tribune*.

The book, *The Chocolate War*, which is required reading for seventh grade students, was blasted by parents at a local school council meeting at the John H. Kinzie Elementary School.

Nick Cortesi, who has a second grader and a kindergartner at Kinzie, said school officials should remove the book because of its inappropriate content and adult themes. "I'll be damned if they are going to be reading this filth," Cortesi said. "The issue is over whether it's age-appropriate. What about the parents who are taxpayers? Have we no say?"

At the meeting, Kinzie Principal Sean Egan told about fifty parents who showed up in the school's cafeteria that he had informed public school administrators about their concerns and was told that officials thought the book was appropriate reading material. "I don't tell you how to run your family," Egan told parents. "I support my teachers."

After hearing from the district's lawyers, the principal sent a letter to parents informing them that the book would remain on the required reading list. He warned parents that if they directed their children not to read the book, it could "have a significant negative effect on the final course grade."

"This book was selected for the very important, complex themes it covers, including conformity and the ethical implications of choices we make," Egan wrote. "I want to assure you that the school has fully vetted this book. A few parents have objected to the contents of the book, which addresses mature themes and contains some swearing. Decisions regarding the content of a school's curriculum, however, lie with its

educators and administrators."

The young adult novel by the late author Robert Cormier has been controversial since it was released in 1974 and is one of the most challenged books by parents and school officials nearly every year, according to the American Library Association. In 2006, it ranked as the tenth most challenged book for its depiction of swearing, masturbation, and violence.

Thorpe Schoenle, a seventh grade parent, said that soon after the school year began, he was informed that his daughter Ashley would read the book later this year. He said the school has been teaching the book for more than four years. He said that if seventh graders discuss the book outside of class, younger children could be exposed to the language and content.

"It's a grammar school," Schoenle said. "It's inappropriate for the age level. My fourth grader shouldn't have to hear them discuss it. Why would you take [away] the rights of parents? It's a complete lack of respect for parents is what it is."

## Harvey Public Library District President under Fire for Hiring

Harvey Park District board president Julius Patterson, who's under federal indictment, came under fresh attack for hiring a political crony to work for the city library and then rehiring the man who was replaced as a consultant, reported the September 16 *The Star*.

Patterson, who's charged with stealing funds from the park district for personal expenses, is also president of the Harvey Public Library District board, a Harvey alderman, and a key ally of Mayor Eric Kellogg.

Shortly after becoming library board president in July, Patterson recommended Third Ward Alderman Darryl Crudup be hired as the library's building director, records show. Crudup, also a key Kellogg supporter, got the \$40,000-a-year job, while his predecessor, Homer Dillard,

was dismissed and given a \$20,000-a-year job as consultant.

Both men will be responsible for upkeep of the small, cash-strapped library, Crudup said. Crudup will work closely in his new job with Harvey School District 152, where Kellogg is assistant superintendent, he said.

The moves were proposed by Patterson's nephew — the library board's vice-president, Eric Patterson — and seconded by Kellogg's cousin, board member Joyce Kellogg-Weaver, according to a record of the board meeting, but Julius Patterson was behind the move, according to board members.

Brenda Thompson, a library board member who unsuccessfully challenged Kellogg for mayor this year, said Patterson should resign his board post. "How are they finding the money to hire (Crudup), and why do they need to keep (Dillard) to tell him what to do? It's ridiculous," Thompson said. Library director Jay Kalman could not explain why two men were needed to oversee the library building's operations but said, "It was the board's decision."

And board member Annette Taylor came to Patterson's defense, saying he was innocent until proven guilty and that he is "loved in this community — I've got no reason to believe he's done wrong."

The library is facing a potentially ruinous \$215,000 lawsuit from computer company Logicalis, which says it still has not been paid for computers it supplied in 2002. Kalman said water damage in his office five years ago damaged forms for a federal grant that would've paid for the computers, causing a holdup.

## Conference Statistics

Conference Registration							
	2007 Springfield	2006 Chicago	2005 Peoria	2004 Chicago	2003 Springfield	2002 Chicago	2001 Springfield
Full	580	844	616	736	527	699	579
Single day Wednesday	68	281	35	151	39	161	46
Single day Thursday	109	233	122	282	119	258	66
Single day Friday	12	66	24	98	8	83	47
Preconference only	5	32	6	108	151	151	73
<b>SUBTOTAL</b>	<b>774</b>	<b>1,456</b>	<b>803</b>	<b>1,375</b>	<b>844</b>	<b>1,352</b>	<b>811</b>
Speakers	74	100	27	105	78	133	102
Free expo passes	141	206	50	236	100	426	88
Exhibitor representatives	227	368	207	392	202	503	236
<b>TOTAL</b>	<b>1,216</b>	<b>2,130</b>	<b>1,087</b>	<b>2,108</b>	<b>1,224</b>	<b>2,414</b>	<b>1,237</b>

Hotel and Booth Statistics							
Hotel Rooms	795	592	783	575	918	554	861
Hotel Room Block	939	690	945	626	1,169	605	896
Number of Companies	125	137	113	151	132	165	117
Number of Booths (including any paid canceled booths)	142	158	129	170	144	173	112.5
Total Square Feet	14,200	15,800	12,900	16,700	14,400	18,600	12,250

Early bird registrations accounted for 72 percent (versus 74 percent last year) of final paid registration figures; advance registrations accounted for 8 percent (versus 12 percent last year) of final paid registrations; and on-site registrations accounted for 10 percent (versus 14 percent) of final paid registrations.

ILA expresses its sincere appreciation to the following sponsors and donors of this year's conference:

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Kathi Kresol and Jason Stuhlmann of the iREAD Committee staff the iREAD booth.



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**2007 ILA Annual Conference Award Photos** | Photos by Cyndi Robinson



**Hugh C. Atkinson Memorial/DEMCO Award**  
Peggy Sullivan  
Award presented by John Ison (l), DEMCO, Inc. and ILA President Brad Baker (r).



**Crosman Memorial Award**  
Leighton Shell, Pritzker Military Library  
Award presented by ILA Conference Manager Cyndi Robinson for Amy Falasz-Peterson, Membership Committee chair, and John Carson, Brodart Co.



**Davis Cup Award**  
Mary Adamowski, Orland Park Public Library  
Award presented by ILA President Brad Baker for Mary Marshall, Youth Services Forum Awards Co-Chair, and Kathy Neif, Grolier for Scholastic Library Publishing.



**Highsmith Innovation Award**  
Arlington Heights Memorial Library  
Award presented by ILA President Brad Baker to Ingrid Lebolt for Highsmith, Inc.



**Librarian of the Year Award**  
Mary A. Dempsey, Chicago Public Library  
Award presented by Joel Patrick Berger, C. Berger Group, Inc.



**Robert McClarren Legislative Development Award**  
Illinois Secretary of State and State Librarian Jesse White  
Award presented by Karen Danczak Lyons, chair of the Public Policy Committee.



**Alexander J. Skrzypek Award**  
Karen Bersche, Alliance Library System  
Award presented by Sharon D. Ruda (l) Illinois State Library Talking Book and Braille Service, Phillip Skrzypek (Alexander J. Skrzypek's son), Karen Bersche (c), Joe Skrzypek (Alexander J. Skrzypek's grandson), and ILA President Brad Baker. (r)



**Robert P. Doyle Award**

Laura Wapole, Kankakee Public Library.  
Award presented by ILA Past President Denise Zielinski (l) and ILA President Brad Baker (r) for the Reaching Forward Forum for Library Support Staff.



**Trustee Citation**

Karen H. Hannah, Winfield Public Library and Donald L. Roalkvam, Indian Trails Public Library District  
Award was presented by ILA President Brad Baker (r) to Karen H. Hannah (l) and Donald L. Roalkvam (c) for Kim D. Johnson, Library Trustee Forum manager and Forrest Wendt, WCT Architects, Inc.

**Golden Ticket Award**

Camille Rose, Kankakee Public Library  
Award presented by Lori Craft, Youth Services Forum Awards Co-Chair, and Rob Zimmers of Quality Books, Inc.

**Jane O'Brien Award**

Margaret Ming Heraty, Arlington Heights Memorial Library  
Award to be presented at a later date.

**Jeanne Gilborne and Ellen Johnson School Librarianship Scholarship Award**

Michelle C. Harris and Sherry Baehr  
Award to be presented at the 2007 Illinois School Library Media Association Annual Conference, November 1-3, 2007, Springfield.

**Oberman and Rich Award**

Fay Hutchings and Danny Van Dusen  
Awards were presented at the 2007 Reaching Forward Conference in Rosemont, Ill. on May 18, 2007.

The Windy City Rollers, winners of the First Annual ILA Book Cart Drill Team Competition.



John Ison of DEMCO presents the First Place Award to Stella Natafe, Captain of the Windy City Rollers.

## 2008 ILA Action Agenda

The Illinois Library Association is committed to serving as an advocate for libraries by developing legislative initiatives that: improve funding for libraries; protect intellectual freedom and patron confidentiality; expand access to information and library resources to all Illinois residents; and increase the effectiveness of Illinois libraries.

**Library Funding:** The Illinois Library Association will work with a broad coalition of library advocates to improve funding for libraries. The association will:

1. Work to expand existing funding levels and explore alternative sources of library funding.
2. Endeavor to increase the funding level for public and school library per capita grants.
3. Work to increase funding for regional library systems.
4. Develop and support legislative proposals to mitigate the harmful effects of the tax cap limitation act.
5. Work with the legislature to increase the Secretary of State's budget in order to increase the funding for the Illinois State Library.

### Intellectual Freedom and Privacy:

The Illinois Library Association is committed to protecting intellectual freedom and privacy while providing open access to information for all Illinois residents. The association will:

1. Continue to educate the public on the safe use of the Internet, including interactive web applications, by children.
2. Continue to oppose legislation mandating the use of Internet filters in libraries.
3. Encourage governing boards of schools and libraries to develop an Acceptable Internet Use Policy with input from their community.
4. Continue to oppose legislation that erodes the privacy of library users.

**Access to Library Services:** The Illinois Library Association believes access to library services should be a right and responsibility of every Illinois resident. The association will:

1. Oppose legislation that would erode public library service areas.
2. Work to extend tax-supported public library service to the 9 percent of Illinois residents currently unserved.
3. Work to ensure libraries are established in good faith with intentions to operate as a library.
4. Work to ensure that school library legislation is expanded to equip all school libraries with certified media personnel.

**Increase Effectiveness of Illinois Libraries:** The Illinois Library Association is committed to promoting legislation that will increase the effectiveness of Illinois libraries. The association will:

1. Work to develop library legislation that is comparable to legislation benefiting other entities of government.
2. Work to develop initiatives that improve the ability of Illinois libraries to provide library services to the citizens of Illinois.

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## 2007 Recipients of the Sylvia Murphy Williams Scholarship Fund

Five individuals were selected as this year's recipients of the Sylvia Murphy Williams Scholarship Fund. All five are also Illinois recipients of the American Library Association's (ALA) Spectrum Scholarship.

The fund, named in honor of the late ILA President Sylvia Murphy Williams, was created to support the American Library Association's (ALA) Spectrum Scholars. Established in 1997, the Spectrum Scholars are ALA's national diversity and recruitment effort designed to address the underrepresentation of ethnic librarians within the profession while serving as a model for ways to bring attention to larger diversity issues in the future. Upon Sylvia's untimely death in 2003, ILA established a fund in her memory to provide additional support to Illinois recipients of the ALA scholarship. The following statements are taken from their applications.



**RITA FELTON-MITCHELL**  
Chicago State University

Librarians have a powerful position in our society because they have the ability to change a person's life through their giving: the giving of information. This "giving of information" can be a defining factor in pointing a person toward the right direction for their lives simply by giving them or aiding them to get the "best" information for their particular situation. As a librarian, I feel like I have found my purpose in life. I like information and I like to help people. The role of a librarian fits who I am perfectly.

Currently, I am a school librarian. I serve two schools that have a multi-eth-

nic, multicultural, and diverse student body, including students with special needs (autistic and severe profound). Having been a classroom teacher at the elementary and college levels, I have developed a keen sense of how a student can truly benefit from the resources found in the library. On a daily basis, I give to my students an array of information that I am confident will aid them in their lives now, and in their futures. From helping with research assignments, teaching research skills, sharing a story or presenting a puppet show, the information that is being transmitted via these mediums will be very valuable to their academic and spiritual wellness.

In conclusion, I would like to express a personal opinion about the library. I grew up in a neighborhood with no easily accessible library (within walking distance). I also spent much of my early school years having very little experience with the school library. Either library class was not offered or the only research skills taught dealt with the card catalog. Knowing now the information that a library holds, I feel shortchanged. As

# Library Jobline of Illinois



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

### Positions for Librarians and Support Staff

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

a school librarian to a multi-ethnic, multicultural student body, I know first-hand that very few of my students visit their public library. As a matter of fact, I know personally that many do not visit the library at all. My mission for now is twofold: 1) to help all students realize the vast possibilities that a library has, 2) to make sure that the library is a place that students will incorporate into their daily lives. I sincerely hope my mission is a successful one. I look forward to being a librarian for many years to come.



### BRENDA GARCIA

Dominican University, Graduate School of Library and Information Science

I believe, depending on what the community's needs are, a librarian has to find a way to take the knowledge that he or she has at her hands to broaden the living expectations of its people. Living in a neighborhood where books were scarce has made me appreciate the information I had access to, but has also made me want to bring more knowledge into it.

I was born in Chicago, but my early years were spent in Mexico. When my family came back to the United States, we settled in a mostly Mexican neighborhood. Here, I spent most of my time in the public library and I still consider this my first exposure to the English language. Thanks to the community library I learned what my community was about and became a fluent English speaker.

Following high school, I went back to Mexico to achieve a bachelor's degree in communication at Tec de Monterrey. The country and the education were for-

eign to me and the proper Spanish language hard. Again, my first thorough visit in the campus was the library. I would find this place to be a new opportunity to learn about the culture and language of my new community.

A library has the potential to be the heart of a community. As a person managing a school library, I have the knowledge to be the pulse of my community. I have worked and lived in my neighborhood long enough to know the needs of the people surrounding me. The children in my neighborhood need to identify with the people that are teaching them. My goal in this profession will definitely be to broaden the horizons of those that I teach but at the same time give them the confidence of someone that has had similar experiences.



### ROBERT L. JONES

University of Illinois at Urbana Champaign, Graduate School of Library and Information Science

Throughout my working career, I've always had a job working in customer service. My interest in helping and assisting people is a perfect match for this profession. I came to realize that I wanted to be a librarian when I was hired as the Machine Coordinator for the Illinois State Library (ISL) Talking Book and Braille Service. While performing this job, my attraction to librarianship increased as I observed the librarians in my department assisting patrons who are visually impaired or physically disabled. I love books! In my opinion, helping people find the books/material they want is a self-fulfilling task in this profession

that merits many rewards for the patron (who may expand their knowledge in some way) and the librarian (who seeks this resource of opportunity for the patron).

In October 2004, I was promoted to a position with the ISL Reference Section. Here, I have discovered that reference work is only an expansion of the interest I had already come to acquire in the profession. As support staff, I have worked with cultures of all sorts in assisting them with their research. Most recently, I worked with a student visiting from Taiwan. She was doing research in African American history for her doctorate. I guided and assisted her with the resources she needed over a three-month period.

In closing, my work experience at the Illinois State Library and the courses I have taken thus far through the UIUC Graduate School of Library and Information Science have been a beneficial experience in preparing me for the current and future issues that challenge libraries. I have realized in this profession the importance of making libraries an effective institution (which is accessible by all types of users) for education and intellectual growth for all cultures in this diverse society.



### SARAH BETH OKNER

University of Illinois at Urbana Champaign, Graduate School of Library and Information Science

I believe literacy is the foundation of the pursuit of education and lifelong learning. Children possess an innate curiosity and desire for knowledge; thus,

I aspire to help children maintain that passion for learning by introducing them to engaging literature. As a bi-racial woman, I am deeply committed to issues of diversity and multiculturalism in children's literature and can build my repertoire of knowledge in my graduate work. As a librarian, I hope to introduce children to resources that will not only enrich their imagination and emotional lives, but also challenge them to think critically about our society and strive for social change in their communities.

Working with students and community organizations as an undergraduate shaped my desire to become a youth librarian. As an officer of the Asian Pacific American Coalition (APAC), I helped organize "Passport to Asia," a Champaign County program where we taught Asian American history to elementary school children. I enjoy developing programs for children; working with them I realized how important it is to be their advocate. Creating and publicizing a variety of programs with APAC taught me valuable leadership, networking, and organizational skills I can apply to children's librarianship.

As a volunteer for the Center for Children's Books (CCB), I've learned the basics of cataloging, reference, and fundraising, as well as collection development and management. I gained a greater understanding of library administration and day-to-day management of a library collection.

My academic experience gives me a strong foundation to pursue a Master's in Library Science. Courses, such as "Asian American Children's Literature" and "Politics of Children's Literature," offered through the American Indian Studies Program, taught me the complexities of children's literature, librarianship, and publishing. This background will help me introduce children to diverse literature. Additionally, my history and sociology training is practical for critically analyzing literature.



### JASON YAMASHITA

Dominican University, Graduate School of Library and Information Science

I was born and raised on the island of Oahu in Hawaii. I am a fourth generation Japanese American who also self-identifies as gay. Although I feel fortunate to have grown up in an environment accepting of diverse nationalities and social customs, during my youth positive gay messages were not as prevalent in the mainstream culture. It was through the local public library that I was able to locate information on gay themes when support through family, school, and even friends did not seem readily available. The library became a safe haven for me in my search to more fully understand my identity. These visits helped to expand my knowledge of the world and inspired me to strive for new opportunities.

Through my personal, educational, and professional experiences I have had

the privilege of interacting with many different communities. From studying art and design in my undergraduate school years in Savannah, Georgia, to teaching theater skills at a high school performing arts learning center, to co-managing a college residence hall at the School of the Art Institute of Chicago (SAIC), to coordinating School Street Arts Movement's AIDS education and awareness programming for at-risk youth populations, I have gained an understanding and immense respect for the value of community building. As a graduate student of art education at SAIC, I began to channel my beliefs about the importance of cultivating community towards the support of community work initiatives and nonprofit organizations.

I am currently the bookkeeper for Center on Halsted, a nonprofit social service organization nurturing the needs of lesbian, gay, bisexual, and transgender populations. I maintain vendor and client accounts, as well as staff benefits. I am enrolled in Dominican University's Graduate School of Library and Information Science program and look forward to learning about public libraries, issues of technology and access, and community development. My key interest in librarianship is to develop community-based efforts contributing to the empowerment of others.

**"The library became a safe haven for me in my search to more fully understand my identity."**

# 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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**Mark Winger**, Wood Dale Public Library

## Cultural and Racial Diversity Committee

Kay Shelton, Northern Illinois University

The Cultural and Racial Diversity Committee members engaged in a flurry of activities during the ILA Conference. Thanks to the thoughtfulness of ILA members buying raffle tickets in hopes of winning teapots drawn at the DiversiTea! and the generosity of librarian and recording artist Tracy Worth, we raised over \$900 for the Sylvia Murphy Williams Fund! The fund provides additional scholarship money for students who earn the ALA Spectrum scholarship (see pages 31–33). Thanks to all who bought raffle tickets and to those of you who donate to the fund throughout the year!

This year's annual DiversiTea! featured three guest speakers on Islam. Harrish Bhatt of the India Association of Greater Springfield began with a beautiful song. Asra Yousufuddin of the Itasca Community Library provided an overview of Islam through a presentation titled "Muslims 101." Her presentation included selections of music and stunning images of calligraphy. She is available as a guest speaker. Ali Khan, the

executive director of the American Muslim Council in Chicago, began by talking about doing his homework in libraries in Poplar Creek and Schaumburg when he was growing up. He regularly speaks at interfaith events and described how Muslims, Jews, and Christians are "all children of Adam and Eve" and Abraham. His talk focused on the interconnectedness of the religions.

In addition to hosting the DiversiTea!, some of the committee members met ALA President Loriene Roy, who graciously found time in her busy schedule to join members for lunch. Vandella Brown, manager of the diversity program at the Illinois State Library, gave an engaging workshop on diversity with audience participation. The African American Librarians of Springfield invited members to their event, "Cultural Awareness: Enhancing Libraries," held at the Rib Shack. Tracie Hall, assistant dean at Dominican University, related stories from her recent trip to South Africa and reminded all who attended that what is important in life are the things we do for others, not the job titles we have. She met a group of women in South Africa who helped each other become business leaders... we all could do more to help others, too.

## Reaching Forward Forum for Library Support Staff

Sally Schuster, Addison Public Library

Are you "Alive at Work?" Have you ever asked yourself that? This year's keynote speaker, Joe Contrera, will help each of you answer that question when he addresses the Reaching Forward Conference for Library Assistants on Friday, May 9, 2008. Contrera will start you thinking about how you can take control of who you are and make the most of the roles you play. He uses humor and movement as well as words to bring his message home. To get a small taste of Joe Contrera, check out his Web site [www.aliveatwork.com](http://www.aliveatwork.com) and watch the video clips [www.aliveatwork.com/Joe/V2/popup\\_see\\_joe.php](http://www.aliveatwork.com/Joe/V2/popup_see_joe.php). You will want to see Joe in person!

Contrera is just one of many terrific speakers who will be with us on May 9, 2008. Local suspense author J. A. Konrath writes about a smart, sexy cop — Lt. Jacqueline "Jack" Daniels — with a rocky personal life. He will talk about his books, the publishing industry, where he has been, and where he is going. Konrath will sign books at the authors'



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table. If you haven't read any of his thrillers, I suggest you give him a try: mystery, mayhem, and humor all in one package.

Beth Finke is an NPR commentator, an award-winning author, a teacher, and a journalist. She also happens to be blind. In the summer of 2003, Beth published her memoir, *Long Time, No See*, to critical acclaim. Her children's book about Seeing Eye dogs, *Hanni and Beth: Safe & Sound*, was published recently. Her heartfelt, funny, and thoughtful talks will leave you smiling and knowing a lot more about adaptability and resourcefulness. Finke will also be at the authors' table.

The Reaching Forward committee welcomes back one of your favorite speaking duos, Sharon and Dan Wiseman. Other offerings include retirement planning, financial awareness, and clay therapy. We hope you will want to attend these and the thirty other informative and exciting programs offered throughout the day! The conference would be a great staff in-service day for your library. Talk to your director about the possibilities.

We are also working on updating our Web site ([www.reachingforward.org](http://www.reachingforward.org)). Hopefully by the time you read this article there will be new information about the 2008 conference. Put May 9, 2008, at the Donald E. Stephens Convention Center, 5555 North River Road, Rosemont, on your calendar today!

## Resources and Technical Services Forum

Joy Anhalt, Tinley Park Public Library and Nanette Donohue, Champaign Public Library

The Resources and Technical Services Forum sponsored three programs at the 2007 ILA Annual Conference.

"Tomorrow's Libraries Today: Integrating Library 2.0 Technology," featured a lively discussion of blogs, wikis, social networking software, and Second Life and how they are being used in libraries. Presenters Nanette Donohue

(Champaign Public Library), Toby Greenwalt (Skokie Public Library), and Lori Bell (Alliance Library System) gave examples from Illinois libraries, and described best practices for implementing these technologies into any institution.

"Technical Services Tips & Tricks" was presented by Richard Stewart (Indian Trails Library District, Wheeling), Jennifer B. Young (Northwestern University Library), and Joy Anhalt (Tinley Park Public Library). The program highlighted Web sites to help the cataloger catalog those everyday and oddball items.

"Blogging beyond the Basics," presented by Nanette Donohue, was a step-by-step, practical introduction to blogging for libraries. Donohue presented information about types of library blogs, ways to assemble a team of bloggers to create content, and troubleshooting techniques.

At the forum meeting, Joy Anhalt was voted in by acclamation for a second term as Forum Manager.

Thank you to all the moderators, presenters, and attendees that made these programs successful.

## Youth Services Forum

Kelly Laszczak, Orland Park Public Library

The Youth Services Forum awarded the Davis Cup and Golden Ticket awards at the Youth Services Author Breakfast at the Illinois Library Association Conference on October 11. Mary Adamowski of the Orland Park Public Library was the recipient of the Davis Cup. The Golden Ticket was awarded to Camille Rose of the Kankakee Public Library. Congratulations to both! Jennifer Bueche of the Gail Borden Public Library was elected Youth Services Forum Manager for 2009–2010 at the breakfast as well. Visit the Youth Services Forum discussion group for up-to-date information on the forum and to participate in discussion with youth services librarians across the state at: <http://groups.google.com/group/youth-services-forum>.

# IACRL

2008 Spring Conference  
Bloomington, Illinois  
March 27–28, 2008

## LIBRARIANS AS LEADERS: ENERGIZING OUR COMMUNITIES

Please join IACRL for a great conference that will explore the future role of academic librarians as we expand our sphere of influence beyond the library. The submitted presentations and invited speakers will demonstrate how each of us, working individually and together, can energize our communities and be the architects of our future.

For conference updates and program information, please visit: <http://www.iacrl.net>.

For hotel reservations, please contact the Chateau & Conference Center, Bloomington, at (866) 690-4006, or register online at <http://www.chateauhotel.biz>; the group name and password is ASCORELI. The single/double room rate is \$87 plus tax per night. Please note the conference rate deadline is March 1, 2008.

For more information, contact Jocelyn Tipton, Eastern Illinois University; e-mail: [jtjtipton@eiu.edu](mailto:jtjtipton@eiu.edu), phone: (217) 581-7542.

**Deadline for registration is March 15, 2008.** Cancellations must be received in writing before March 15. Cancellations received after March 15 and before March 27 will receive a 50% refund. No refunds will be given for cancellations received after March 27. All cancellations are subject to a \$15 processing fee. Confirmations and additional information will be sent after the registration deadline. Send conference registration and payment to Illinois Library Association, 33 W. Grand Ave., Suite 301, Chicago, IL 60610-4306; phone: (312) 644-1896, fax: (312) 644-1899.



### REGISTRATION FORM

Remember to contact the hotel directly for room reservations!

<b>Registration Fees:</b>	Early Bird by February 29	Standard by March 15
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<input type="checkbox"/> Conference (Thurs.–Friday)	\$100	\$115
<input type="checkbox"/> Student Rate (Thurs.–Friday)	\$70	\$70

Name: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

#### Method of Payment:

- Check  
 MasterCard    VISA

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Register Online at <http://www.ila.org/events/index.htm>.

# Is There a Target on Your Forehead?

Defending Access with Confidence: A Practical Workshop on Intellectual Freedom



ILA Library Trustee Forum 2008 Workshop  
Marriott Hickory Ridge Conference Center, Lisle  
Saturday, February 23, 2008

The ILA Intellectual Freedom Committee has offered training sessions utilizing *Defending Access with Confidence: A Practical Workshop on Intellectual Freedom*, by Catherine Lord, in eight workshops around the state. The training is now being offered in a workshop customized for library trustees. Don't miss out on this opportunity to equip yourself for any potential challenges your library may face!

Presented by Rose Chenoweth, Alliance Library System, and Sally Decker Smith, Indian Trails Public Library District, ILA Intellectual Freedom Committee Members.

## SCHEDULE

6:30–8:30 A.M.	Breakfast in Hickory Ridge Dining Room
8:30–9:00 A.M.	Library Trustee Forum Business Meeting
9:00 A.M.	Introductions
9:15–10:15 A.M.	History and Philosophy of Intellectual Freedom Policies
10:15–10:30 A.M.	Break
10:30 A.M.–NOON	Library Policies and Procedures
NOON–1:15 P.M.	Lunch in Hickory Ridge Dining Room
1:15–2:15 P.M.	Skills for Recognizing and Responding to Challenges
2:15–2:30 P.M.	Break
2:30–3:30 P.M.	Strategies and Practice —Pulling It All Together!

A block of rooms has been reserved for Friday, February 22. For hotel reservations, please contact Marriott Hickory Ridge Conference Center, at (800) 334-0344. The single room rate is \$89, double rate is \$109, plus tax per night. Please note the conference rate deadline is February 8, 2008.

## REGISTRATION FORM

Remember to contact the hotel directly for room reservations!

Full-Day Registration:

\$110 ILA Members | \$125 Non-Members

\* Register multiple trustees and save! Register one trustee at the full price and each additional trustee from your institution will receive a \$10 registration discount. Please send a separate form to register each trustee.

Name: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Method of Payment:

- Check  
 MasterCard    VISA

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

## DECEMBER 2007

- 20** Deadline for February issue of the *ILA Reporter*.

## JANUARY 2008

- 11-16** ALA Midwinter Meeting, Philadelphia, Pa.; phone: (312) 280-3225; <http://www.ala.org/>.
- 26** Library Trustee Forum meeting, 10:00 A.M., Maywood Public Library District, 121 S. Fifth Ave., Maywood, IL 60153-1307; phone: (708) 343-1847; fax: (708) 343-2115.

## FEBRUARY 2008

- 15** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.
- 20** Deadline for April issue of the *ILA Reporter*.
- 22** ILA Executive Board meeting, 10:00 A.M., Prairie Area Library System, 405 Earl Rd., Shorewood, IL 60431-9445; phone: (815) 229-2710; fax: (815) 725-0930.

- 23** Trustee Forum Workshop, Hickory Ridge Marriott Conference Hotel, 1195 Summerhill Dr., Lisle, IL 60532. Individual attendees will make reservations for the event directly with Marriott Reservations at 800-334-0344. If the individual attendee does not check in, there will be a charge of one night's room rate. See page 38 of this issue for more information and registration form.

## MARCH 2008

- 25-29** Public Library Association's Thirteenth National Conference, Minneapolis, Minn.; phone: 800-545-2433, ext. 5PLA; e-mail: [pla@ala.org/](mailto:pla@ala.org/).

## APRIL 2008

- 13-19** National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: [pio@ala.org/](mailto:pio@ala.org/); <http://www.ala.org/>.
- 14-20** Young People's Poetry Week, sponsored by the Children's Book Council, highlights poetry for children and young adults and encourages everyone to celebrate poetry. For more information, contact the Children's Book Council, 12 W. 37th St., 2nd Fl., New York, NY 10018; phone: (212) 966-1990; <http://www.cbcbooks.org/>.

- 20** Deadline for June issue of the *ILA Reporter*.

## MAY 2008

- 9** Reaching Forward Conference for Library Assistants, Donald E. Stephens Convention Center, 5555 N. River Rd., Rosemont, IL 60018; <http://www.reachingforward.org/>. Registration form will be in the February 2008 *ILA Reporter*.
- 13-14** National Library Legislative Day. The registration form will appear in the February 2008 *ILA Reporter*. The ALA briefing day will be held at the Holiday Inn on the Hill, 415 New Jersey Ave., N.W., Washington, DC 20001. ILA has reserved a block of rooms at the Capitol Hill Suites, 200 C St., S.E., Washington, D.C. 20003; phone: (202) 543-6000; fax: (202) 547-0883; \$239 single and \$259 double rate for a junior suite and \$279 single and \$299 for a one bedroom deluxe, 14.5% sales taxes are not included. When making reservations, please mention the Illinois Library Association. The American College of Physicians (ACP) will be meeting at the same time. ACP has reserved a very large block of sleeping rooms citywide for its meeting. In addition, Police Week will begin on Wednesday, May 14. These events create a lot of pressure in the city, drive the room and catering rates higher than usual, and necessitate early reservations.

## JUNE 2008

**6** ILA Executive Board Meeting, 10:00 A.M., Metropolitan Library System, 224 S. Michigan Ave., Ste. 400, Chicago, IL 60604-2501; phone: (630) 734-5000 or 866-734-2004; fax: (630) 734-5050.

**20** Deadline for August issue of the *ILA Reporter*.

**26–2 July** ALA Annual Conference, Anaheim, Calif.; phone: (312) 280-3225; <http://www.ala.org/>.

## JULY 2008

**18** iREAD meeting, 11:00 A.M., Reddick Library, 1010 Canal St., Ottawa, IL 61350; phone: (815) 434-0509.

## AUGUST 2008

**10–15** World Library and Information Congress: 74th International Federation of Library Associations and Institutions (IFLA) General Conference and Council, Quebec, Canada. For further information, see IFLA Web site: <http://www.ifla.org/>.

**20** Deadline for October issue of the *ILA Reporter*.

## SEPTEMBER 2008

**23–26** ILA Annual Conference at Navy Pier, Chicago, Ill.

## OCTOBER 2008

**20** Deadline for December issue of the *ILA Reporter*.

## NOVEMBER 2008

**6–8** Illinois School Library Media Association Annual Conference, Chicago Sheraton Northwest, Arlington Heights, Ill. For further information, see <http://www.islma.org/>.

## DECEMBER 2008

**20** Deadline for February issue of the *ILA Reporter*.

## JANUARY 2009

**23–28** ALA Midwinter Meeting, Denver, Colo.; phone: (312) 280-3225; <http://www.ala.org/>.

## FEBRUARY 2009

**20** Deadline for April issue of the *ILA Reporter*.

## APRIL 2009

**13–19** National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: [pio@ala.org](mailto:pio@ala.org); <http://www.ala.org/>.

**13–19** Young People's Poetry Week, sponsored by the Children's Book Council, highlights poetry for children and young adults and encourages everyone to celebrate poetry. For more information, contact the Children's Book Council, 12 W. 37th St., 2nd Fl., New York, NY 10018; phone: (212) 966-1990; <http://www.cbcbooks.org/>.

**20** Deadline for June issue of the *ILA Reporter*.

## JUNE 2009

**20** Deadline for August issue of the *ILA Reporter*.

## JULY 2009

**9–15** ALA Annual Conference, Chicago; phone: (312) 280-3225; <http://www.ala.org/>.

## AUGUST 2009

**10–15** World Library and Information Congress: 75th International Federation of Library Associations and Institutions (IFLA) General Conference and Council, Milan, Italy. For further information, see IFLA Web site: <http://www.ifla.org/>.

**20** Deadline for October issue of the *ILA Reporter*.

## OCTOBER 2009

**6–9** ILA Annual Conference at the Peoria Civic Center. Conference Hotels: Hotel Pere Marquette, 501 Main St., Peoria, IL 61602; phone: (309) 637-6500 or 800-774-7118; fax: (309) 671-9445; single/double: \$109, plus tax. Price includes complimentary breakfast buffet. Holiday Inn City Centre, 500 Hamilton Blvd., Peoria, IL 61602; phone: (309) 674-2500; fax: (309) 674-8705; single/double: \$103, plus tax.

**20** Deadline for December issue of the *ILA Reporter*.

**29–31** Illinois School Library Media Association Annual Conference, Crowne Plaza, Springfield, Ill. For further information, see <http://www.islma.org/>.

## DECEMBER 2009

**20** Deadline for February issue of the *ILA Reporter*.

## JANUARY 2010

**15–20** ALA Midwinter Meeting, Boston, Mass.; phone: (312) 280-3225; <http://www.ala.org/>.

## FEBRUARY 2010

**20** Deadline for April issue of the *ILA Reporter*.

## MARCH 2010

**23–27** Public Library Association's Fourteenth National Conference, Portland, Oreg.; phone: 800-545-2433, ext. 5PLA; e-mail: [pla@ala.org](mailto:pla@ala.org).

## APRIL 2010

**12–18** National Library Week. Contact ALA Public Information Office, phone: 800-545-2433, ext. 5044/5041; fax: (312) 944-8520; e-mail: [pio@ala.org](mailto:pio@ala.org); <http://www.ala.org/>.

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**20** Deadline for June issue of the *ILA Reporter*.

## JUNE 2010

**20** Deadline for August issue of the *ILA Reporter*.

**24–30** ALA Annual Conference, Washington, DC; phone: (312) 280-3225; <http://www.ala.org/>.

## AUGUST 2010

**20** Deadline for October issue of the *ILA Reporter*.

## OCTOBER 2010

**20** Deadline for December issue of the *ILA Reporter*.

## NOVEMBER 2010

**4–6** Illinois School Library Media Association Annual Conference, Chicago Sheraton Northwest, Arlington Heights, Ill. For further information, see <http://www.islma.org/>.

## DECEMBER 2010

**20** Deadline for February issue of the *ILA Reporter*.

# 2007 CONFERENCE HIGHLIGHTS

ILA President Brad Baker declares the exhibits open, with the assistance of Past-President Tamiye Meehan (left), President-Elect Donna Dziedzic (left center), and Board Members Jocelyn Tipton (right), Theodore C. Schwitzner, Emily R. Guss, Jamie Bukovac, Halle Mikyska, and Michelle Petersen (left to right, back row)



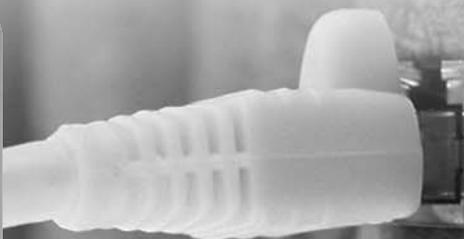
Keynote Speaker Michael Stephens of Dominican University presents the keynote address, "Revising Libraries for a Hyperlinked World."



One of the events made possible by our sponsors was the Exhibits Opening Reception. Many thanks to Ingram Library Services and The Berkeley Electronic Press for their support of this event.



Author Tom Jones with Beverly Obert, director of the Rolling Prairie Library System, which sponsored Jones's attendance at the luncheon.



Lieutenant Governor Pat Quinn speaks at "State of the State: Bringing Illinois into the 21st Century."



# WOW...

# I Can't Believe It's Finally MY TURN!

**A**fter thirty-one years at the American Library Association and now seven years on the front lines consulting with libraries, I am thrilled to climb up on a soapbox provided by ILA to expound about marketing.

It is so cool that libraries are finally getting with it. This issue of the *Reporter* has wonderful, practical articles that provide examples and advice about marketing and communication. Librarians have resisted marketing for too many years. John Cotton Dana 'got it' in the 1880s when he opened the first children's room in a library, developed special services for business and for new immigrants and said "keep everlastingly at it, especially in the media." Until recently, he was the exception.

Marketing has not been part of graduate library education or the way we run libraries. It has been considered too commercial and unnecessary. I even heard a library staffer say recently, "I don't see why we should do this. They love us already." That's great, but don't folks deserve to know what their tax dollars are paying for? Do we really think all the people out there — even library users — know and understand everything that is available to them? And we have to do more than tell them. We must also listen, if we are to give them what they want and need.

It's time to build on our strength, and use our awesome assets. Libraries have a positive image and huge numbers. More than 63 percent of adults in the U.S. carry library cards. Have you noticed that the druggists, grocers, and pet supply folks are clamoring to get in your wallet? I've recently taken to asking public librarians about their daily door counts and hear numbers that would make most retailers jealous. Yep, we have a positive image and big numbers, but we must move from passive transactions, build a culture of exceptional service, build relationships, build a community of passionate library supporters. And I'm not just talking about public libraries. This is an equal opportunity rant.

Marketing/communication is as important as delivering the service. It has to start at the top, and there should be a plan. To be effective it must be organized, focused, and consistent — not scattershot, which is what we see too often.

My favorite definition of marketing is from an article by Philip Kotler and Sidney Levy in the *Journal of Marketing*, 1969:

*Marketing is that function of the organization that can keep in constant touch with the organization's consumers, read their needs, develop products that meet these needs, and build a program of communications to express the organization's purposes.*

Marketing needn't be complicated or expensive. It does require time, commitment, and action. There are four basic steps: Research, Planning, Communication, and Evaluation. We usually start with communication, but it's not about another bookmark or brochure. The director must organize a team of staff (maybe even a board member or school liaison) and build a plan for consistent two-way communication.

Start with a one-year plan. The plan I recommend has only eight steps. Please use it.

1. Introduction (Briefly explain why you are proposing this plan. Include relevant research, observations.)
2. Communication goals (The dream. Big picture. No more than three.)
3. Objectives (3-5 doable, measurable outcomes.)
4. Positioning statement (What's your unique selling proposition?)
5. Key message (What is the most important thing you want people to know? In ten words or less plus three talking points that support it.)
6. Key audiences (Be specific. No more than five. Internal audiences are absolutely essential because marketing is a team sport.)
7. Strategies/tactics/tools (How will you deliver the message?)
8. Evaluation measures (What worked and what didn't? Refer back to your objectives. Don't wait till the year is over to see how you're doing.)

Be sure to include word-of-mouth marketing in your strategies. Traditional advertising isn't as powerful as it once was. Even the corporate giants are trying to use word-of-mouth, because satisfied customers telling their friends is the most powerful, personal, convincing form of promotion. But we're not talking about the kind of word of mouth that just happens. We're talking about using it in a conscious and strategic way as part of an overall plan. The best part — libraries can afford it!

For effective marketing and communication, the plan is basic and passion is essential. We need to be nimble, innovative, take risks, and change. It's too late for business as usual. You must push your library beyond passive positive regard. Individuals can and do make a difference . . . including you. It's so easy to get caught up in bureaucracies, schedules, and doing things the way they've always been done. Librarians need a PASSION SHOW. Each and every one of us, by sharing our enthusiasm, can inspire others. I feel fortunate to have chosen a profession that has given me a huge amount of freedom and possibility along with many good reasons to be passionate.

We have a choice. We can be passive organizers of information or we can change lives . . . including our own. End of rant. Please make marketing work for you, your library, and the people you serve. Thanks!

This year's *ILA Reporter* covers showcase the incredibly rich heritage of Illinois libraries photographed, inventoried electronically, and archived in "Art and Architecture in Illinois Libraries." (See April 2006 *ILA Reporter*, pp. 12-17.)



Lorelei Sims  
*Prairie Summer* detail  
forged metal installation, 2002  
h 72" w 96" d 4"  
(section one of three)  
Eastern Illinois University  
Booth Library



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