

checkitout

SPRING 2013

a movie licensing usa publication

for the professional librarian

Changing Directions:

Choosing a New Summer Program

PAGE 6

SPRING CLEANING

in Your Stacks

PAGE 18

Summer Reading

SNACK ATTACK

PAGE 4



the **SUMMER READING** *issue*

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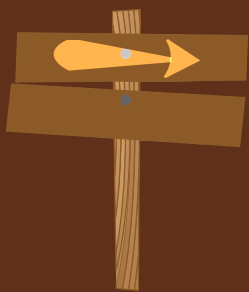


GET READY!

Summer Reading Starts Soon!

Enhance your library's 2013 Summer Reading Program with fun movies for all ages. We've unearthed some engaging book-to-movie suggestions to help make your future movie nights something patrons of all ages will dig!

Look for more information regarding Summer Reading programming and promotional materials to help make your movie night a success!



“Dig Into Reading” – Children’s Program

“Beneath the Surface” – Teen’s Program

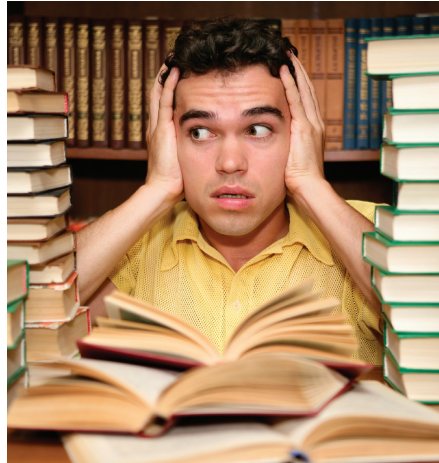
“Groundbreaking Reads” – Adult’s Program

Visit www.movlic.com/library to find more summer reading programming ideas!

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Welcome to *Check It Out* magazine! Filled with the latest library information and creative trends, this Movie Licensing USA publication is designed to help inspire new programming ideas, investigate current library topics and help you fully utilize your movie license, spaces and programs.

The vast majority of you reading this issue are probably already thinking of your summer reading plans and schedules to correlate with this year's ALA "underground" theme. That's why we've packed this issue with creative, reading-related craft and snack ideas, a little history on the topic of summer reading and tips on how to program with a limited budget. We've also included a fun infographic to suggest new programming ideas based on which patrons you're looking to target.



Incipit

"As far as I know, the only evidence supporting the theory that Julia Child first made Potage Parmentier during a bad bout of ennui is her own recipe for it."

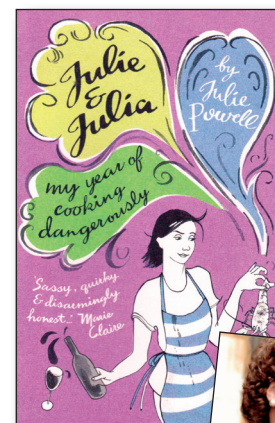
Julie and Julia
My Year of Cooking Dangerously
by Julie Powell

Be sure to read the One Book, One Community program article on page 13 written by guest author Erin Shea, Head of Adult Programming at the Darien Library in Darien, CT. We're honored to feature the details behind this multi-faceted program that has been a smashing success in her community for the last five years. Also, don't miss the feature "Read it. See it. Love it." which helps tie together reading and movies for easy summer programming!

As with all of our previous issues, we sincerely hope this magazine inspires you and provides you with information and ideas you can use in your library. We've got several previous issues of *Check It Out*, so visit www.movlic.com/library/Checkitout.html to browse the archives for more great ideas. On this site, you can also download copies of the issues to pass on to other librarians!

If there is anything you'd like to see in a future issue, a library experience you'd like to share or any questions you'd like to ask, please feel free to contact us at 1-888-267-2658. We appreciate your patronage and be on the look out for our next issue in June!

CHAIRMAN





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Summer Reading Snack Attack

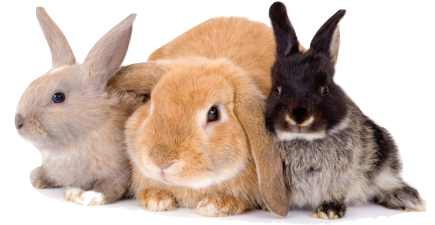
Easy food ideas inspired by your favorite stories



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Crafting with a Purpose

Crafts that tie reading and fun together



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Programming on a Teeny, Tiny Budget

How to create engaging programs with minimal spending

the **SUMMER READING** *issue*

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The who, what, when, where and why summer reading began

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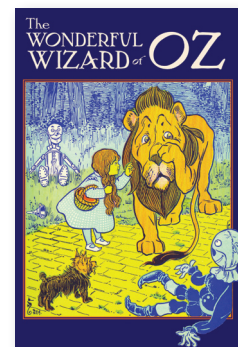
See how your favorite books have translated into this year's biggest blockbuster movies!

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Hear about great programming ideas from Brooklyn Public Library and St. Louis County Library: Daniel Boone Branch.

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Read what the stars read



The Wonderful Wizard of Oz

L. Frank Baum



FEATURE STORIES

Summer Reading

Make the most of your program this year

This issue of *Check It Out* focuses on summer reading and the programming that surrounds this fun, summer long event. We've included reading focused craft ideas that will help kids with fundamental skills on page 8, as well as some tasty, book-related snack recipes that will combine easy cuisine and classic stories on page 4. For those looking for programming inspiration for all age groups, be sure to try out our quiz on page 6 for some new suggestions based on which segment of patrons you'd like to reach. Interested in learning how summer reading started? We've got an enlightening, but brief synopsis on page 10. Lastly, if you're wondering how to make the most out of your budget, read "Programming on a Teeny, Tiny Budget" on page 20 for some tips from fellow librarians.

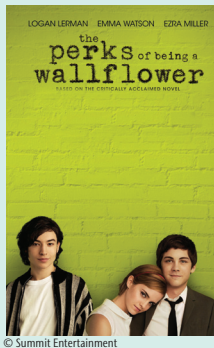


Summer Reading Snack Attack!

Add a cute twist to your summer reading program by providing themed snacks for your book discussions or movie nights. You already know that your patrons appreciate it when you provide something to munch on, but go the extra step to present it in a fun way! They will appreciate your offering, and it will make the experience that much more memorable. ♡

BOOK: *The Perks of Being a Wallflower*
MOVIE: *The Perks of Being a Wallflower**

SNACK IDEA: Create a bouquet of “flowers” using healthy fruits and veggies! Use a variety of foods for unique blooms.



BOOK: *Alice in Wonderland*
MOVIE: *Alice in Wonderland*

SNACK IDEA: Pay homage to a character in the movie, the caterpillar, by serving grape kabobs. Use two kinds of grapes for different flavors!



*Available with a One-Time License

NIBBLE EAT

BOOK: *The Hunger Games*
MOVIE: *The Hunger Games*

SNACK IDEA: Who doesn't love a play on word? Serve up some "Peeta" bread with "Prim's" goat cheese and apples.



BOOK: *The Wizard of Oz*
MOVIE: *Oz: The Great and Powerful*

SNACK IDEA: Serve animal crackers as a nod to "Lions and tigers, and bears! Oh my!," and Ding-Dongs for "Ding dong, the witch is dead!"



BOOK: *The Hobbit*
MOVIE: *The Hobbit: An Unexpected Journey*

SNACK IDEA: Character references are always great treat ideas. Warn guests that Beorn Bear will be joining your event ... in the form of Teddy Grahams.



BOOK: *Peter Pan*
MOVIE: *Secret of the Wings*

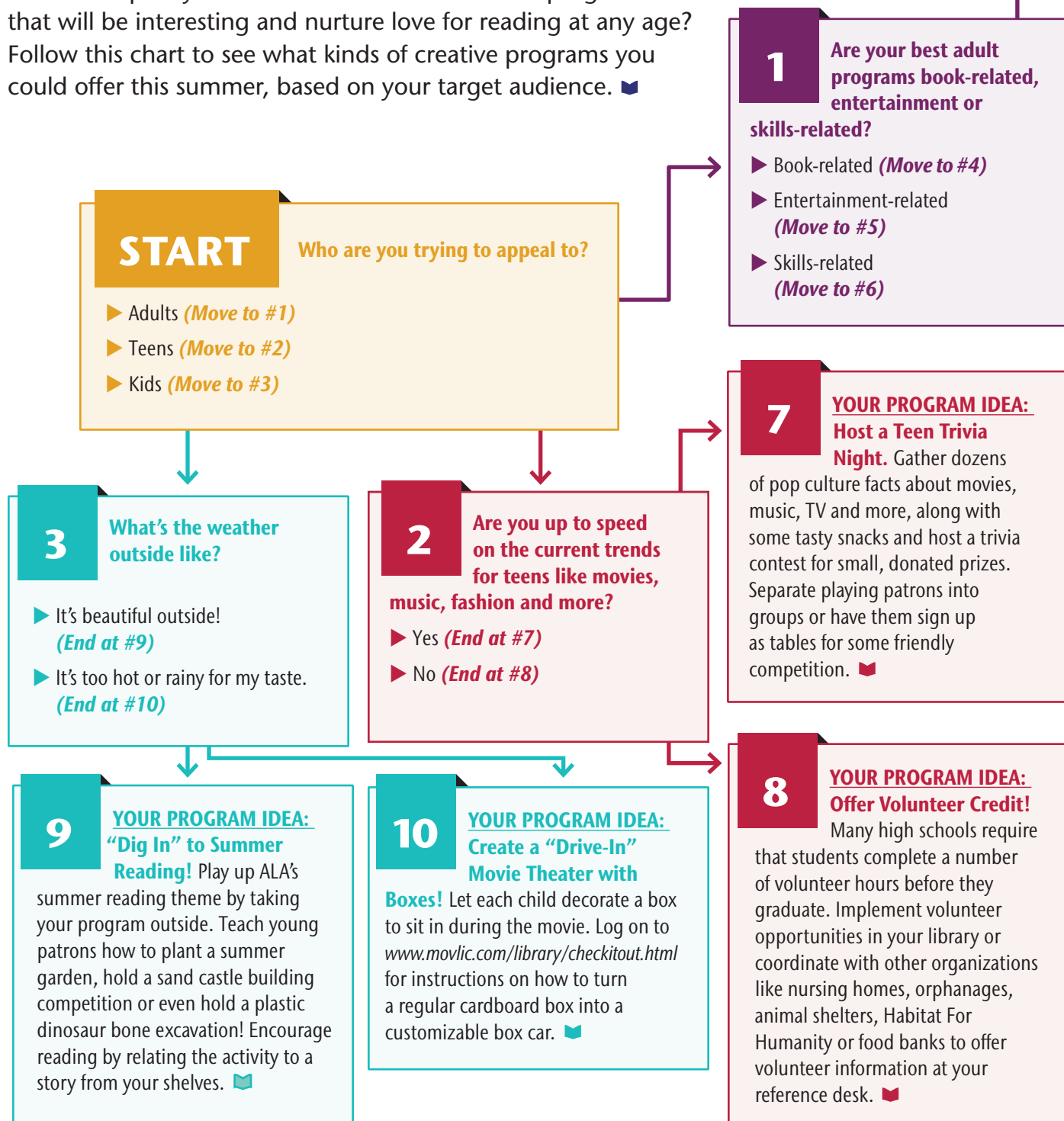
SNACK IDEA: Double up the sweet treats by serving Pixie Sticks in honor of Tinkerbell and Swedish Fish as a nod to Captain Hook!



Changing Directions:

Choosing a New Summer Program

It's time to plan your summer fun! Need ideas for programs that will be interesting and nurture love for reading at any age? Follow this chart to see what kinds of creative programs you could offer this summer, based on your target audience. 📖



4

YOUR PROGRAM IDEA:
Launch an Adult Summer Reading Program.

Give parents and adults some incentives for reading this summer with coupons and small prizes donated by local businesses. You could even make each completed book worth a raffle ticket for a big ticket item given away at the end of the summer. It's a great way to get parents and their kids into the library. 📖

5

Does your local community have anyone with hidden talents?

- ▶ We've got musicians!
(End at #11)
- ▶ I know of some local art students.
(End at #12)
- ▶ There are some actors and comedians in the area.
(End at #13)

11

YOUR PROGRAM IDEA:
Celebrate with a Summer Concert Series!

Embrace all styles and types of music by featuring a different musician or musical group at the same time each week in your library. Feature different varieties like jazz, classical, a string trio or even local symphony to create variety. 🎵

12

YOUR PROGRAM IDEA:
Create Outdoor Art! Ask your local Picassos for volunteers to create sidewalk or wall murals using chalk to advertise your summer reading program's theme. 🎨

13

YOUR PROGRAM IDEA:
Put on a Performance! Whether it's a revamped story hour using volunteer performers, a preview of acts by local comedians, a workshop on acting from a local professor or discount tickets to a local theater performance, reach out to local talent! 🎭

6

Which appeals to you more: Crafty, creative programs or more practical programs?

- ▶ Give me the glue and glitter.
(End at #14)
- ▶ I'd like to teach my patrons something they don't already know. *(End at #15)*

15

YOUR PROGRAM IDEA:
Try Hosting a Series of How-To Sessions: Find out what your patrons want to learn about and then build an informational, hands-on workshop around the idea. You can host cooking sessions, workshops on how to invest in the stock market, gardening groups, introductions to playing poker, advice on how to train pets and much more. 📖

14

YOUR PROGRAM IDEA:
Try a Makeover Workshop! Search Pinterest and Google for easy ideas and invite patrons to come in to the library with something small they want to make over, like an ugly lamp, old toy, trays, keepsake boxes or dishes. Provide supplies like spray paint, tape, Modge Podge, glitter and glue to help transform them into something beautiful. 📖



CRAFTING WITH A PURPOSE

Promote literacy, encourage creativity and sharpen reading skills with these easy summer crafts for kids. These activities let patrons have fun while celebrating language, a perfect example of crafting with an educational cause.

Tools:

- ✓ Card stock/heavy paper
- ✓ Glue
- ✓ Variety of objects

ABC Order

A fun activity for older kids or teens is an alphabetizing game. Depending on their age, make this

activity more difficult by timing it or adding objects that start with the same letter.

HOW TO:

1. Depending on the size of your group, participants can play alone or in groups.
2. Reveal matching objects to each group/participant by either pouring them out or handing each set of players a bag filled with the items. For younger players attach a notecard to each object with the word written out.
3. Everyone wins when they place all of the objects in the correct alphabetical order!

THEME SUGGESTIONS:

- SUMMER:** Sunglasses, sunblock, beach ball, water bottle, raft
BATHROOM: Toilet paper, mirror, soap, towel, toothbrush

Tools:

- ✓ Lunch bags/toilet paper rolls/paper towel rolls/paper plates
- ✓ Markers
- ✓ Construction paper
- ✓ Glue/tape
- ✓ Buttons/glitter/pipe cleaners/pom-poms/popsicle sticks



Puppet Play

After reading a book, have participants create a character from the book using everyday objects.

HOW TO:

1. Read a book that has a variety of dynamic characters.
2. Have participants recreate the characters as puppets.
3. Encourage them to act out the book using their newly created puppets.

Tools:

- ✓ Pre-printed BINGO cards on 8.5"x11" sheets of paper, with the squares left blank. The top line should read "BINGO" (or a 5-letter word related to your book) with 5 columns beneath and 5 rows across. Print free customized cards at www.bingocardcreator.com.
- ✓ A list of words/phrases/characters related to the book. About 30-50 depending on the number of players/how long you want the game to last
- ✓ A basket with the 5 letters used as your header (B-I-N-G-O)
- ✓ Another basket with the same list of words cut up into separate pieces of paper
- ✓ Enough markers/crayons for each participant

BINGO Word Game

Using a particular book as a guide, that all the participants have read, play a BINGO book-themed game.

HOW TO:

1. Ask participants to fill in their blank BINGO cards using the provided words & phrases.
2. Draw a letter from the first basket (B-I-N-G-O) and then draw a word/phrase from the second basket. If participants have a match, they mark their square.
3. Replace the drawn pieces of paper into each basket & continue drawing until someone gets a BINGO! 🐣

Tools:

- ✓ Variety of objects related to a book/library/theme
- ✓ Large paper bags (optional)
- ✓ Timer (optional)

Word Up!

Let kids practice their spelling skills by crafting words made out of the objects themselves. This idea from Danielle's Place of Crafts and Activities at www.daniellesplace.com is a great idea for kids of many ages.

HOW TO:

1. For the younger kids, start by writing the word on the paper for them. Older kids can write the word themselves.
2. Glue the appropriate items on the word.

SUGGESTIONS:

M&Ms, Skittles, Twizzlers, Tic Tacs, Sprees

TIP:

Have your word craft correspond with the book you read that day! If you read a book about fish, have kids glue Goldfish crackers to the word "fish."




Visit www.movlic.com to access free movie related coloring sheets and activity pages for younger patrons!



Want more ideas on crafts and reading?

Visit our webpage to view the video: *How to Use Crafts to Strengthen Your Child's Reading Muscles* by Traci Paige Johnson & Angela Santomero, *Blue's Clues* co-creators.

www.pbs.org/parents/theparentshow/how-to-use-crafts-to-strengthen-your-childs-reading-muscles/



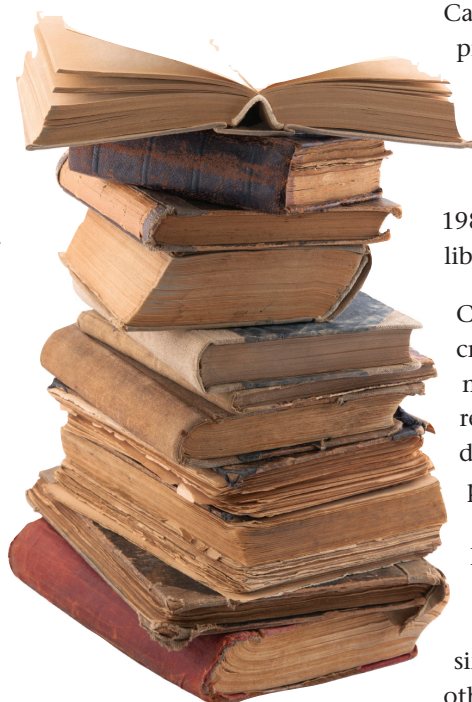
THE
ORIGINS &
ARGUMENTS
OVER
SUMMER
READING

The road to the summer reading programs we know today is a long one. In the middle of the 19th century, a series of economic changes allowed middle class citizens to afford to take vacations to avoid brain fatigue. "In 1955, *The New York Times* actually ran an editorial urging the middle class to relax more since 'thousands never leave their office or warehouse, except on Sundays,'" states Craig Fehrman in a *Boston Globe* article titled "How American Learned To Love Summer Reading."

As the rest of the country soon took heed to the paper's warning, resorts and hotels sprang up with the addition of light literature. Macy's even offered to ship the latest titles to your resort as soon as they came in stock! *The Chicago Tribune* explained in 1872, along with a list of its favorite summer reads, that the best summer book was one that "the idler can take with him into solitude, and read with delightful pauses, when with indolent finger upon the page, his eye wanders up some green vista, or catches some view of the distant sea."

However, nearing the end of the century, a backlash began to gain steam regarding summer's lighter reading. One critic noted in *The Globe* in 1890, "It has come to be an accepted notion that in summer a person's reading must be as light as his hat and as thin as his coat." Other critics began to bash summer readers and summer reading by saying these readers only read light content year round and that these books "sap the intellect" and "drain the brain."

"The focus on summer reading turned to children as a way to help them stay engaged in reading to stave off summer-related learning loss."



By 1897, as the controversy began to simmer down due to other pressing issues in the country, *The New York Times Book Review* compiled an annual list of the 100 best summer books.

By the start of World War I, a truce was reached that still holds true today. The focus on summer reading turned to children as a way to help them stay engaged in reading to stave off summer-related learning loss.

"By 1900, these developments were formalized in training programs for children's libraries and the formation of a national organization of professional children's librarians within the American Library Association," according to Kathleen McDowell, Doctor of Philosophy in Library and Information Science. However, despite extensive literature on early libraries and their offerings, there appears to be very little in library literature that actually pieces together the history and evolution of summer reading programs.

"Reading logs began when children were urged to make a list of their six favorite books to share with other children."

Here's what researchers have been able to piece together. The Cleveland Library League, the Carnegie Library of Pittsburgh's summer playground library and the work of Caroline Hewins in Hartford, Connecticut appear to be all pioneers into creating summer reading. According to the University of North Carolina at Chapel Hill masters thesis "A History of Youth Summer Reading Programs in Public Libraries" by graduate student Stephanie Bertin, the creator of the Cleveland program was Linda Eastman. In 1985, she distributed her self-made list of the "best books in the library suitable for children" throughout schools in June.

Children's attendance at the library rose each summer she created her list, and the league grew to over 12,000 members. Eastman then created reading clubs under the direction of older adults and propaganda like bookmarks to promote book care, reading lists and the program. Reading logs began when children were urged to make a list of their six favorite books to share with other children, according to an 1897 *Library Journal* article titled "Cleveland's Children."



Visits to playgrounds during the summer to read stories and distribute books soon lead to the demand from children for library cards. Soon after, Caroline Hewins decided to organize book talks, puzzle clubs and story times for children who were the same age, lived in the same community and had similar interests. She also advocated that children receive a certificate when they had read all of the books on their chapter's list, according to a 1900 *Library Journal* article "Ideas in Children's Work." This is the first recorded instance of a recognition or reward tied to completing requirements set by a reading club.

"According to a study by the U.S. Department of Education, over 95% of all public libraries offer a summer reading program."

By the 1920s, programs were widely implemented, and began to develop themes, contests and methods of public recognition as a way to attract new participants, according to Bertin. However, with success came another wave of criticism regarding the love of children's reading as secondary to the children's motivation to get a reward via an article titled "Chicago Public Library Plans Slum Program" in a 1923 *Library Journal*. This article raised the issue of incentive, which is still a debatable topic in summer reading programs today.

"From the 1980s to now, everyone from Oprah Winfrey to college professors to NPR advocates summer reading, while the *New York Times Book Review* even dedicates an entire issue to the subject each summer."

Programs in the 1930s revolved around traveling themes, while war brought on a patriotic tone by the 1940s. The 1950s increased the number of books required by children and created programs for young adults, while the 1960s and 1970s added more events to go with their programs, occasionally teaming up with schools for a program, tutoring sessions and reading consultants.

From the 1980s to now, everyone from Oprah Winfrey to college professors to NPR advocates summer reading, while the *New York Times Book Review* even dedicates an entire issue to the subject each summer, states Fehrman. According to a study by the U.S. Department of Education, over 95% of all public libraries offer a summer reading program. "Known under a variety of names including summer reading program, vacation reading program, summer reading club or summer library program, the summer reading program has become standard practice," according to Bertin. ■

SUMMER READING CLASSICS

HERE ARE A FEW SUMMER
READING SELECTIONS FOR
KIDS THAT REMAIN FAVORITES
THROUGHOUT TIME.

KINDERGARTEN – 3RD GRADE

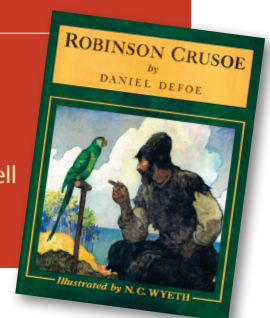
- Charlotte's Web* by E.B. White and Garth Williams*
- Madeline* by Ludwig Bemelmans*
- Stone Soup* by Marcia Brown
- The Little Engine that Could* by Watty Piper and Loren Long
- Where the Wild Things Are* by Maurice Sendak*

GRADES 4 – 6

- The Secret Garden* by Frances Hodgson Burnett*
- Number the Stars* by Lois Lowry
- Charlie and the Chocolate Factory* by Roald Dahl and Quentin Blake*
- The Black Stallion* by Walter Farley*
- Pippi Longstocking* by Astrid Lindgren*

GRADES 7 – 8

- Fahrenheit 451* by Ray Bradbury*
- The Outsiders* by S.E. Hinton*
- Call of the Wild* by Jack London*
- Island of the Blue Dolphins* by Scott O'Dell
- Robinson Crusoe* by Daniel Defoe*



*Available as a movie with your license.

Everybody Read: The One Book, One Community Program

BY ERIN SHEA, HEAD OF ADULT PROGRAMMING AT DARIEN LIBRARY IN DARIEN, CT

This year will be the fifth annual One Book, One Community town-wide reading experience for Darien Library. The series was created by the previous head Erica Bess, who is now a reference librarian at the Princeton Public Library in Princeton, NJ. However, libraries across the country have been holding programs like this for years. I believe the idea originated with Nancy Pearl's 1998 article "If All of Seattle Read the Same Book." The Library of Congress maintains a list of these types of programs, and I believe there are currently close to over 600 of these types of events!

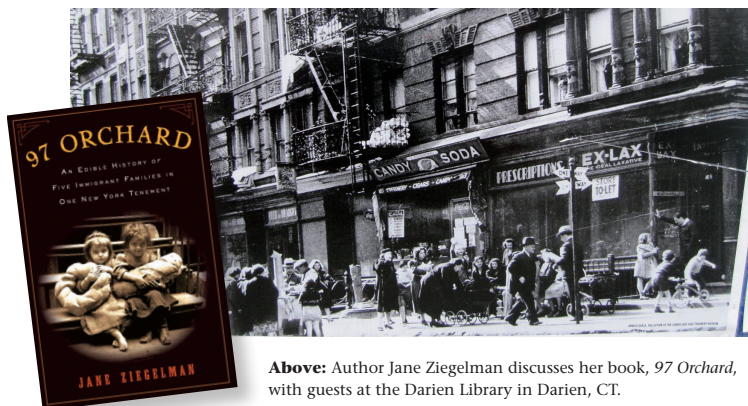
We kick off this annual program by announcing our book selection in March, followed by advertising our book-themed programs and events that will take place throughout March and April. The series associated with our community read lasts about six weeks. Typically, we announce the book selection a couple of weeks before the events take place so patrons have a chance to read the book ahead of time if they like. Participants can also read in tandem with the events! However, reading the book is not necessary to participate in any of the programs.



Last Year's Event

Our choice for 2012 was *97 Orchard* by Jane Ziegelman, which is a nonfiction book about immigrants coming to New York City around the turn of the twentieth century. The book explores themes of travel, culinary history, our collective identities and immigrating to America, so we had a lot of opportunity to host engaging events.

"Ask yourself how your town would benefit from reading the book. Plan programs that will force them to think differently and interact with one another and incorporate lots of interesting activities."



Above: Author Jane Ziegelman discusses her book, *97 Orchard*, with guests at the Darien Library in Darien, CT.

We kicked off the series by hosting an after hours "heirloom potluck," followed by a screening of Martin Scorsese's *Golden Door*, a film about a Sicilian family coming to America in the early 1900s. Attendees were encouraged to bring a food item that represented their heritage. We ended up with Cuban black bean soup, Irish soda bread, Swedish shortbread and even sushi!



© Miramax Films



Jane Ziegelman, the author of *97 Orchard*, lives in New York City, only about an hour away from Darien Library. She conducted a pasta-making workshop for kids in the afternoon, followed by a lecture for adults in the evening. Other events during the series included a beer brewing workshop, an Irish dance performance, a lecture on the work of Walt Whitman, a family history research workshop, an intergenerational book discussion and much more. Throughout the town-wide reading experience, we invited patrons to submit recipes to the special “Darien Library Family Cookbook” and published the books at the end of the series. Everyone who submitted a recipe received a free copy of the cookbook.

How We Chose Our Book

Because this event has been going on for a few years now, it gains more and more momentum each year. The biggest challenge is picking the right book. It is truly a decision we agonize over because I always want everyone in town to be happy with our selection! We are hoping that by involving more of our community in the selection process, we’ll have different perspectives on what our town would like to see come out of the program.

Above, Top & Middle: Patrons enjoy the Homebrew 101 workshop, learning how to brew their own beer.

Above, Bottom: An Irish dance performance to promote *97 Orchard* by Jane Ziegelman.

This year, to help us select our featured title for 2013, we hosted a luncheon to discuss possible titles. We invited key community members and a few power patrons to this lunch, and asked them to pitch any ideas they may have.

It was fun to involve our local independent bookstore, Darien school librarians and even our first selectman in the One Book, One Community book selection process.



“Never underestimate the power of a great name! A catchy, clever title is one way libraries can call attention to a community reads program.”

At our first committee meeting, I invite staff to “pitch” their title choices in two minutes or less. Afterward, I invite any other attendees to pitch their ideas. In the end, I ask everyone to vote for his or her top choice, and then the library staff ultimately chooses from the top three. We are ideally looking for a title that is out in paperback, is written by an author who is willing to visit the library and will appeal to both men and women.

Promotions for Our Program

When we hosted our first program in our brand new library building after opening in 2009, the community was still so excited about our grand opening that it was easy to ride the coattails of that energy. Now, in order to spread the word about our One Book, One Community program, we send press releases to all the local papers, blog about it regularly on our website and mail about 1,000 brochures to households in town. We also send brochures to area hot spots and ask the school librarians to create book displays to promote the events.

As an added bonus, if we choose a paperback title, we then plan to hand out a number of free copies of the book to people in town. We also “release” them downtown by leaving a few copies on park benches along with brochures promoting our events. It’s this type of synergy that helps our program gain momentum! 📖



Above: Author Jane Ziegelman hosts a kid-friendly pasta-making workshop.

Our Advice to Other Libraries Wanting to Start Their Own Program

If I could give advice to a programming librarian wanting to start his or her own town-wide reading experience, I would encourage that librarian to focus on the “community” aspect of the series. Ask yourself how your town would benefit from reading the book. Plan programs that will force them to think differently and interact with one another and incorporate lots of interesting activities. Lastly, don’t forget to have fun with your program!

Also, never underestimate the power of a great name! A catchy, clever title is one way libraries can call attention to a community reads program. The first name that caught my attention was “One Book, One Chicago,” which has been thriving since 2001. While in Austin last spring, I noticed the Austin Public Library calls theirs “The Mayor’s Book Club.” Often, the name of the series will have the city name in it like “On the Same Page Cincinnati,” or “One Book, One Philadelphia.”

Easing Library Anxiety

How to help the anxious when they're visiting

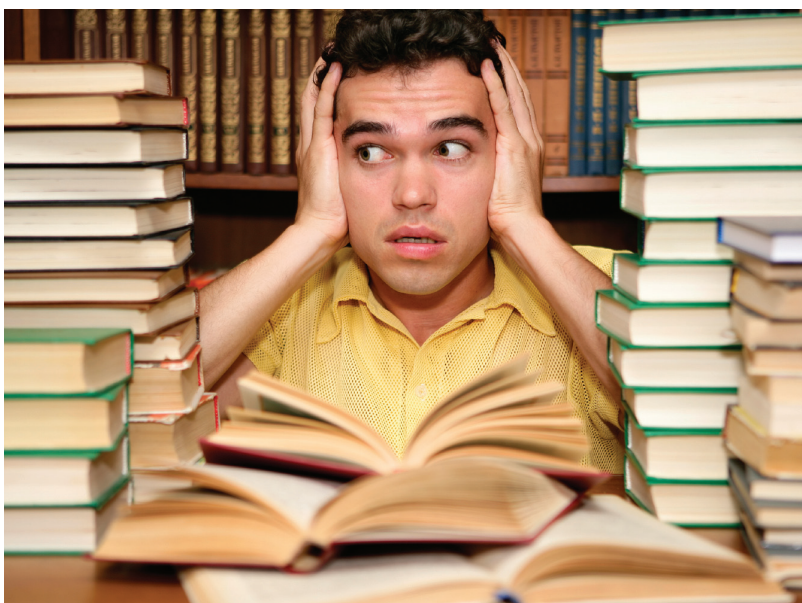
When patrons new to the library enter for the first time, sometimes anxiety can get the best of them. To patrons who are relatively new at using the library, books can seem difficult to find, computers confusing to use and librarians already too busy to help. In fact, this anxiety that library users can face is actually an actual condition, first discovered in college students. Many see the library as a place with rules and practices they don't understand, so how can you break down the barrier to make your library more user-friendly?

Library Anxiety Defined

In 1986, Constance Mellon, a professor of library science in North Carolina coined the term "library anxiety" in an article titled "Library Anxiety: A Grounded Theory and Its Development" in the *College & Research Libraries* journal. During her two-year, qualitative research study, she found that 75 to 85% of students surveyed described their initial response to library interactions as fear and discomfort.

"75 to 85% of students surveyed described their initial response to library interactions as fear and discomfort."

These feelings were often caused by the size of the library, not knowing where things are located, uncertainty of how to begin the research process and uneasiness about what to do when they get there.



While little research has been conducted on library anxiety in public libraries, it's a widespread belief that this anxiety does occur in public library patrons, too. Similar to test anxiety, library anxiety can produce feelings of inadequacy for not knowing how to use the library, shame for not asking for help, and nervousness about where to

start. There's even an official Library Anxiety Scale (LAS), which has recently been updated to include using online resources and computers. It is now referred to the Multi-Dimensional Library Anxiety Scale (MLAS).

Michel Atlas pointed out in a *References and User Services Quarterly* article titled "Library Anxiety in the Electronic Era, or Why Won't Anybody Talk to

Me Anymore?" that sometimes confidence problems arise because patrons are not able to negotiate library resources on their own.

"Similar to test anxiety, library anxiety can produce feelings of inadequacy for not knowing how to use the library, shame for not asking for help and nervousness about where to start."

"I want to demystify the range of information services and information delivery mechanisms available to our patrons. While librarians did not deliberately set out to create an environment that is mysterious and difficult to use and understand, it seems that in many instances we have done just that."

How to Help

So just how can you ease any library anxiety that your patrons are facing? Try rearranging a few things. For example, the Carnegie Library of Pittsburgh redesigned their space and signage to make it easier for patrons to understand. Instead of using jargon familiar to only those in the library profession, they did away with it in favor of more understandable verbiage, like changing “reference desk” to “service point.” This helped create a more welcoming atmosphere.

The King County Library in King County, Washington created roving reference services to help eliminate the formality of the reference desk in the library. “If we are honest with ourselves, our physical spaces and our services are not necessarily transparent to our patrons. While we try to design our new buildings or remodel our old ones to maximize our patrons’ ability to find what they need using a variety of concepts and techniques, we often fall short,” stated Barbara Pitney and Nancy Slote in the article “Going Mobile: The KCLS Roving Reference Model” in the February 2007 issue of *Public Libraries*.

For those who don’t want to feel as if they’re bothering the librarian or feel like they’re only waiting in line to ask what could be a foolish question, these roving service points helped break the barriers between patron and librarian. Those working these service stations could now look more available and exhibit more inviting behavior like making eye contact, smiling and saying hello with a minimized workspace that’s approachable from all sides.

Pauline Haass Public Library realized that finding an environmental science book using only a slip of paper



reading “925.28 EBR” is another facet of the library that can intimidate patrons. To make their library more user friendly, they divided their shelves into 30 different interests like food, garden and health. “We know from watching our customers that the tall forest of nonfiction shelving, designated only by Dewey Decimal numbers, is intimidating,” said Kathy Klager, Library Director. “We don’t often see people going into those aisles to browse. We wanted to change that; there are terrific books in there, and we just have to make them easier to come across.” Their pilot program was called “Project BEE: Browsing Easier for Everyone.”

Becky Murray, the head of adult services and the Project BEE manager said of the new arrangement’s success, “In the old arrangement, when (residents) found a gardening or landscaping book, they assumed they were seeing all the library had; they never knew that there were many more books in another aisle. (Now) we see lots of people in those new sections, and the books in those areas have been checked out far more frequently than when they were in straight Dewey order.”

Meredith Farkas, head of instructional services at Portland State University in Portland, Oregon, states in “The DIY Patron” in an October issue of *American Libraries* states that intimidation can often leave helpful resources unused. “When patrons are having difficulty searching a database, how many think, I wonder if the library has a tutorial on this?” When they have a problem with their information seeking, help should be available seamlessly – whether that means providing a how-to tutorial within a complicated database or making maps available in areas of the library where patrons often get lost.”

“Finding an environmental science book using only a slip of paper reading “925.28 EBR” is another facet of the library that can intimidate patrons.”

By understanding your patrons and organizing your library’s actions and environment, patrons may feel more at ease in using your library. Something even as simple as getting out of the chair more to actively engage patrons is a start in the right direction in making all feel welcome. 📖

Spring Cleaning in Your Stacks

De-cluttering tips for your spaces

Cleaning, organizing, de-cluttering. They all sound good in theory but are actually difficult to practice with a busy schedule. Spring is the perfect time to start fresh by picking up, putting away and practicing a more orderly way of life around the library.

Take a Walk

Start your spring cleaning session by taking a walk around your library. Look closely at each section of the space and note how you think you can improve it. After you've taken your "tour," put the list into a timeline. Trying to organize the entire library in one day or one month is unreasonable. Assign each section a week or a month that you'll work on it.



Desk Duty

With multiple librarians using a shared space, it's understandable how lots of little piles of miscellaneous objects, stacks of paper and even little reminder notes can overtake the desk. If a cluttered workstation is a problem at your library, now is the perfect time to take care of it! Try these suggestions to keep messy desk syndrome at bay:

- **File it!** Using a file folder system on the desk gives co-workers a place to put documents that need to be saved nearby for quick reference.
- **Friday file day:** A joint filing system is great ... unless it becomes unorganized. Every Friday assign one person to clean out each folder and place the documents that need to be saved in a more permanent location.
- **Assign it.** Assign staff different tasks to keep the library organized. Tell them what you'd like them to be in charge of and also set an expectation of how often they need to be doing it (every shift, once a week, once a month, etc.)

"Have a place for everything and keep the thing somewhere else; this is not a piece of advice, it is merely a custom."

Mark Twain

Keep the Clutter Clear

Set a reminder on your phone or the staff's shared computer to clear daily clutter within the last five minutes of a shift. Also, asking the people at closing to do three simple tasks will really help maintain an organized environment.

- Put papers away
- Dispose of trash or recyclables
- Give the counters a quick wipe down



Shred it ... Together

Shredding old paper files that you no longer need can really free up a lot of space. Hire a local paper shredding truck to come to the library for paper shredding day. Not only can you take advantage of the onsite shredding, but your patrons can bring up their old, no longer needed files as well.

Help Me, Help You

Truth be told, a lot of messes in the library come from patrons. While it can't be avoided completely, make it easy for visitors to help you stay clean and clutter-free.

- **Have plenty of trashcans and recycle containers throughout the library.** No matter where your patrons are seated, there should be a trash can or recycle bin within sight. Go sit in every seat to make sure this is the case.
- **Organize games and activities.** If you have toys or puzzles in the children's area, make sure you also have large baskets nearby that are labeled with what goes inside.
- **Make a rolling return cart visible** with a note that encourages patrons to place their books, magazines and newspapers that they were reading while in the library, on the cart. They may not return these items directly to shelves, but if they return it to the cart, it will make your job easier. 📖

WHY MESS CAUSES STRESS

According to Sherrie Bourg Carter, psychologist and author of *High Octane Women: How High Achievers Can Avoid Burnout*, clutter has a pricey mental cost:

- Clutter gives us too much to look at, making senses work overtime to process unimportant stimuli.
- Too much stuff distracts attention from other tasks and slows you down when searching for something.
- Messy spaces can create guilty feelings or embarrassment, resulting in anxiety.
- Clutter makes it hard to relax by invading open spaces, inhibiting creativity and signaling that we have work to do.

Programming on a Teeny, Tiny Budget

How to create engaging programs with minimal spending

Work with what you have. That's the motto of almost every library at a time when budgets are shrinking, but creative programming ideas are still growing. "Planning interesting innovative programs on a limited budget is a daunting task, but with a dose of enthusiasm and a dab of ingenuity, it's easier than you'd think," insists Director of Stair Public Library in Morenci, Michigan, Colleen Leddy in an article titled "Programming on a Long, Colorful Shoestring" in *Programming Librarian*.

"Planning interesting innovative programs on a limited budget is a daunting task, but with a dose of enthusiasm and a dab of ingenuity, it's easier than you'd think"

In fact, even though they had a small budget and a big idea, Leddy's library was able to host *New York Times* best-selling author Elizabeth Berg for an exchange of \$500, tomatoes, homemade bread and brownies, a promise of 100 people and good book sales after Leddy wrote her a heartfelt email. Berg's usual fee through her lecture agent is \$5,000. "Don't be afraid to ask anyone you'd like to host, even if they're famous," she adds, proving that great ideas can come to fruition even if funds are low.

Keeping It Entertaining, Yet Low Cost

"Free is always the goal. Free is good. Authors are going to be interested in doing it to sell their books musicians to sell their CDs, and by using those, there is usually no cost. This is what it amounts to. Who do you know (or know of), friend, relative, whoever, who has special knowledge to inform or entertain? Who are you willing to impose on? If you are not going to ask them, chances are they are not going to volunteer," said Joey Holmes, Library Assistant at the Laurens County Library in a webinar he hosted titled "Adult Programs on a \$0 Budget."



"If you can't get what you want, find the next best thing. Hosting an author in person is great, but speakerphone chats are pretty wonderful too. Skype, of course, would be even better," says Leddy. For example, when chosen to host the Smithsonian Institution's "Barn Again! Celebrating an American Icon" traveling exhibit for six weeks, Leddy and her staff thought of every barn-related thing they wanted to do and started applying for grants and finding cheap ways to make it happen. They hired performers funded by grants they won, partnered with local churches to host a quilting tour, planned a "Barn to Run" 5K race with a local runner, and used a local insurance company's contributions to hire the Ohio Barn Artist to paint a scene on a local barn.

What about authors, musicians, speakers and artists who have appearance fees, stipends or ask for a travel allowance? "I have had this happen a couple of times. People have said we would like a little bit of compensation. You can ask one person for \$500. Or you can ask 10 people for \$50. And so on and so on.

"Serving good refreshments and planning an event like a party are major draws for any age group or program. Your events should be special and fun, something they should look forward to going to with excitement."

That is what I have done before when the time came to raise money for programs. Don't go to one person and ask for a large lump. Split it up and go to a number of people who you think could help a little bit," states Holmes.

Promoting Your Event

Holmes uses the traditional methods to promote his events (Facebook™, the library's website, signage in the library, flyers in local schools) but also reaches out to his department of parks, recreation, tourism, local businesses, local magazines and papers, news outlets, Boy Scout and Girl Scout troops and more.

Likewise, Leddy targets all of her library's advertising to those who would enjoy it most, and reach out to that group. For example, they've sent flyers with teachers' names on them to the elementary school and bookmarks to local senior centers on days they're having the biggest dining room attendance.

"You can also find great ideas by applying to grants related to state and national programs. Even if you don't win the grant, you can use their ideas to inspire your own programming"

Both agree that serving good refreshments and planning your event like a party are major draws for any age group or program. A wide variety of easy-to-eat finger foods encourage people to linger and chat while eating. Your events should be special and fun, something they should look forward to going to with excitement.

Where to Find Inspiration

Holmes recommends following what other libraries do, but scale it down to keep costs low and to fit your library. For an easy idea, try tying a movie event using your license with a specific movie's time period, director, actor, message or theme. Also, look into trends or anything culturally relevant that could draw a crowd.

For example, in January of 2010, knitting was starting to catch on in Holmes's community among teens and kids. Laurens County Library decided to capitalize on this trend and had their first knitting workshop, which resulted in great attendance. Next time you're brainstorming, look around your community for people with unique hobbies or stories that they want to share. Make them relevant

by timing them with the seasons, holidays, celebrations, awareness months or trends.

Laurens County Library invited a local bunny breeder known as "the rabbit lady" in March, right before the Easter holiday. Ms. Hayward, "the rabbit lady", brought champion bloodline rabbits that she dresses up and takes pictures of them on various adventures into the library to display her books and calendars and talk about her hobby. The event was a huge success. This library also celebrated the history of Carolina beach music during the hot summer with a local DJ. In fact, Leddy urges librarians to, "Use what you've got. We're lucky. We have excellent Italian cook Liz Stella and her amazing culinary skills, but you probably have a Liz somewhere in your community. Find her."

You can also find great ideas by applying to grants related to state and national programs. Even if you don't win the grant, you can use their ideas to inspire your own programming. Your state library, state humanities office, ALA's Public Programs office and the National Endowment for the Humanities are all great places to find clever ideas. 🐰

LOOKING FOR CREATIVE PROGRAMMING IDEAS?

Try searching these resources:

www.webjunction.com
www.programminglibrarian.org
Lj.libraryjournal.com
www.teenlibrariantoolbox.com



READ IT. *SEE IT.* LOVE IT.

START A BOOK-TO-MOVIE CLUB AT YOUR LIBRARY! ENCOURAGE PATRONS TO READ A SELECTED BOOK, THEN PLAN A MOVIE EVENT AROUND THE MATCHING FILM. THIS PROGRAM WORKS WITH ANY AGE GROUP AND OFFERS A CHANCE TO DISCUSS SIMILARITIES AND DIFFERENCES BETWEEN THE TWO.

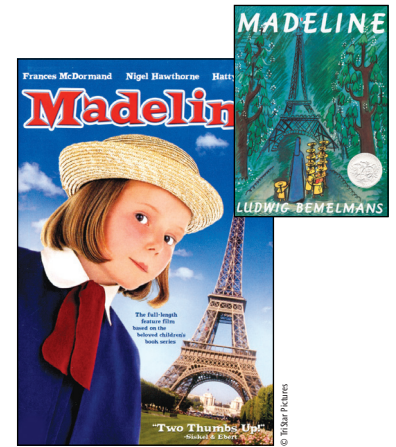
CHILDREN



Rise of the Guardians
Based on *The Guardians of Childhood*
By William Joyce; Rated PG



Hoot
Based on *Hoot*
By Carl Hiaasen; Rated PG



Madeline
Based on *Madeline*
By Ludwig Bemelmans; Rated PG

YOUNG ADULTS



The Amazing Spider-Man
Based on *The Amazing Spider-Man* comic
By Stan Lee; Rated PG-13

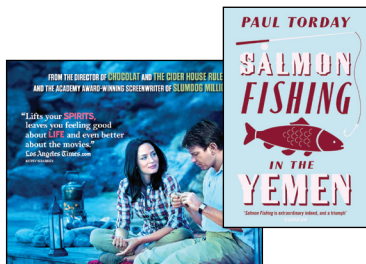


Snow White and the Huntsman
Based on *Snow White*
By the Brothers Grimm; Rated PG-13



The Hunger Games
Based on *The Hunger Games*
By Suzanne Collins; Rated PG-13

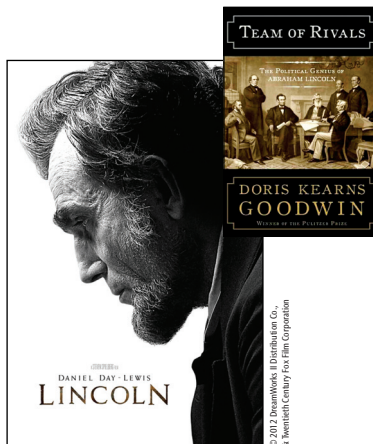
ADULTS



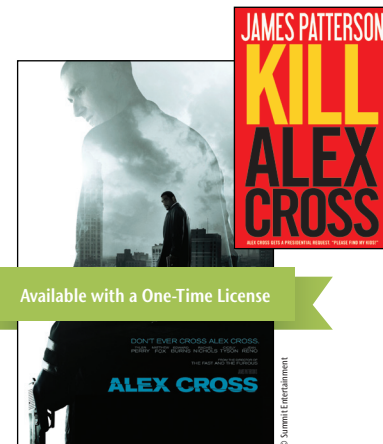
Available with a One-Time License



Salmon Fishing in Yemen
Based on *Salmon Fishing in Yemen*
By Paul Torday; Rated PG-13

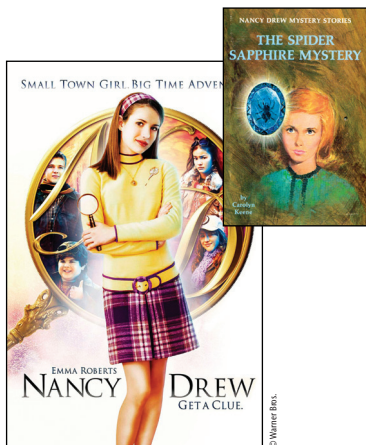


Lincoln
Based on *Team of Rivals: The Political Genius of Abraham Lincoln*
By Doris Kearns Goodwin; Rated PG-13



Alex Cross
Based on the *Alex Cross Series*
By James Patterson; Rated PG-13

SUMMER READING CLASSICS



Nancy Drew
Based on the *Nancy Drew series*
By Edward Stratemeyer; Rated PG



To Kill a Mockingbird
Based on *To Kill a Mockingbird*
By Harper Lee; Not Rated



Tom and Huck
Based on *The Adventures of Tom Sawyer*
By Mark Twain; Rated PG

DID YOU KNOW? Starting with its debut in 1930, the *Nancy Drew series* has had a series of ghostwriters who all work under the pseudonym Carolyn Keene.

THESE MOVIES WILL BE AVAILABLE FOR SPRING PROGRAMMING!

For more information, programming ideas and to view additional ideas for your book-to-movie club, visit www.movlic.com/library

LIBRARY SPOTLIGHT

WHETHER IT'S BIG OR SMALL, RURAL OR URBAN, NO TWO LIBRARIES ARE QUITE THE SAME. HERE WE INTERVIEW LIBRARY WORKERS TO FIND OUT WHAT PROGRAMS, SERVICES AND ACTIVITIES THEY ARE PROUD TO PROVIDE.

BROOKLYN PUBLIC LIBRARY

Brooklyn, New York



James Hoban – Programs Administrator

Number of Cardholders? Over one million

Number of Books in Circulation? Over 20 million

What was your library's best program or event?

We just concluded "Drawn in Brooklyn" (DIB), one of our largest exhibitions ever here at our Central Library. The exhibition of children's book illustrations featured over 100 works by 34 of the borough's talented artists. This showcase of original works, along with the accompanying meet-the-author and art workshops, was a huge success.

What are your library's plans for summer reading?

We're in the process of gearing up this year's Summer Reading Program, which kicks off in June. Over the next couple of months, we'll have details on our website about this year's theme.

How does your library create community?

Brooklyn Public Library is in every neighborhood in Brooklyn. Our 60 locations not only serve as places for people to check out books and DVDs, but more importantly they serve as community centers that provide programs, critical services and a "space" for people to discover new things and new friends.

What is your most requested title for checkout?

Lots of people are requesting *Diary of a Wimpy Kid*; *The Ugly Truth* by Jeff Kinney and *Freedom* by Jonathan Franzen.

www.brooklynpubliclibrary.org

ST. LOUIS COUNTY LIBRARY

DANIEL BOONE BRANCH
St. Louis Missouri



Sheila Baltz – Library Assistant

Number of Cardholders? 551,698

Number of Books in Circulation? 1,657,448

What was your library's best program or event?

We started the Free Film Series 22 months ago and it has expanded from an afternoon series to include an evening series at the request of adults who are unable to attend during the day. Attendees enjoy a presentation before and a discussion following the film.

What books are you reading right now? Having just finished the *Millennium Trilogy*, I have recently begun a new trilogy starting with *The Passage* by Justin Cronin.

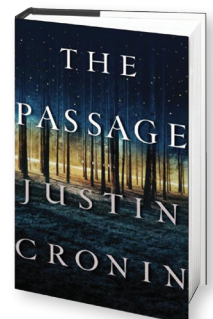
How does your library create community?

At Daniel Boone, all age groups gather for movies, book discussions, travelogs, authors' visits and a variety of events designed to enhance life. The Free Film Series at the library meets two needs by providing quality films and offering a cordial meeting place for adults to socialize, view and discuss movies.

What has been most valuable about your relationship with Movie Licensing USA?

They have been a valuable resource in publicizing our programs and providing quality publicity materials.

www.slcl.org



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TAKE A BREAK, RELAX AND ADD A LITTLE MORE FUN TO YOUR DAY WITH THESE GAMES, PUZZLES AND CONTESTS. FOR MORE ACTIVITIES LIKE THESE, LOG ONTO WWW.MOVLIC.COM AND CLICK THE CHECK IT OUT MAGAZINE LINK.

Read (what) the Stars (read)

Can you match these famous stars with their favorite books?

1 Natalie Portman

2 Alec Baldwin

3 Nicole Kidman

4 Brooke Shields

5 Mandy Moore

6 Chevy Chase

7 Will Smith

8 Beyonce Knowles

9 George Clooney

10 Anne Hathaway

Books: TERRY McMILLAN, Mockingbird, Anne Frank, MOBY-DICK, PAULO COELHO, The Alchemist, The Secret Garden, NICHOLAS SPARKS, WAR AND PEACE, THE HOURS, The Chronicles of Narnia.

Answers: 1. The Diary of Anne Frank
 2. To Kill a Mockingbird 3. The Chronicles of Narnia 4. The Hours 5. A Walk to Remember 6. Moby Dick 7. The Alchemist 8. Waiting to Exhale 9. War and Peace 10. The Secret Garden

FROM THE DIRECTOR OF 'THE LORD OF THE RINGS' TRILOGY

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