checkitout

WINTER 2015

for the professional librarian

CONFERENCE CONFIDENTIAL
Tips for Maximizing Your Experience

In Case of Emergency
How to Plan for the Unknown

Presentations with Pizazz
The Best Tools to Use Right Now

Exploring the Power of the Everyday Post-it Note

Libraries Are Granting Patrons' Prom Wishes

Warm Up Winter with a Watch Party!
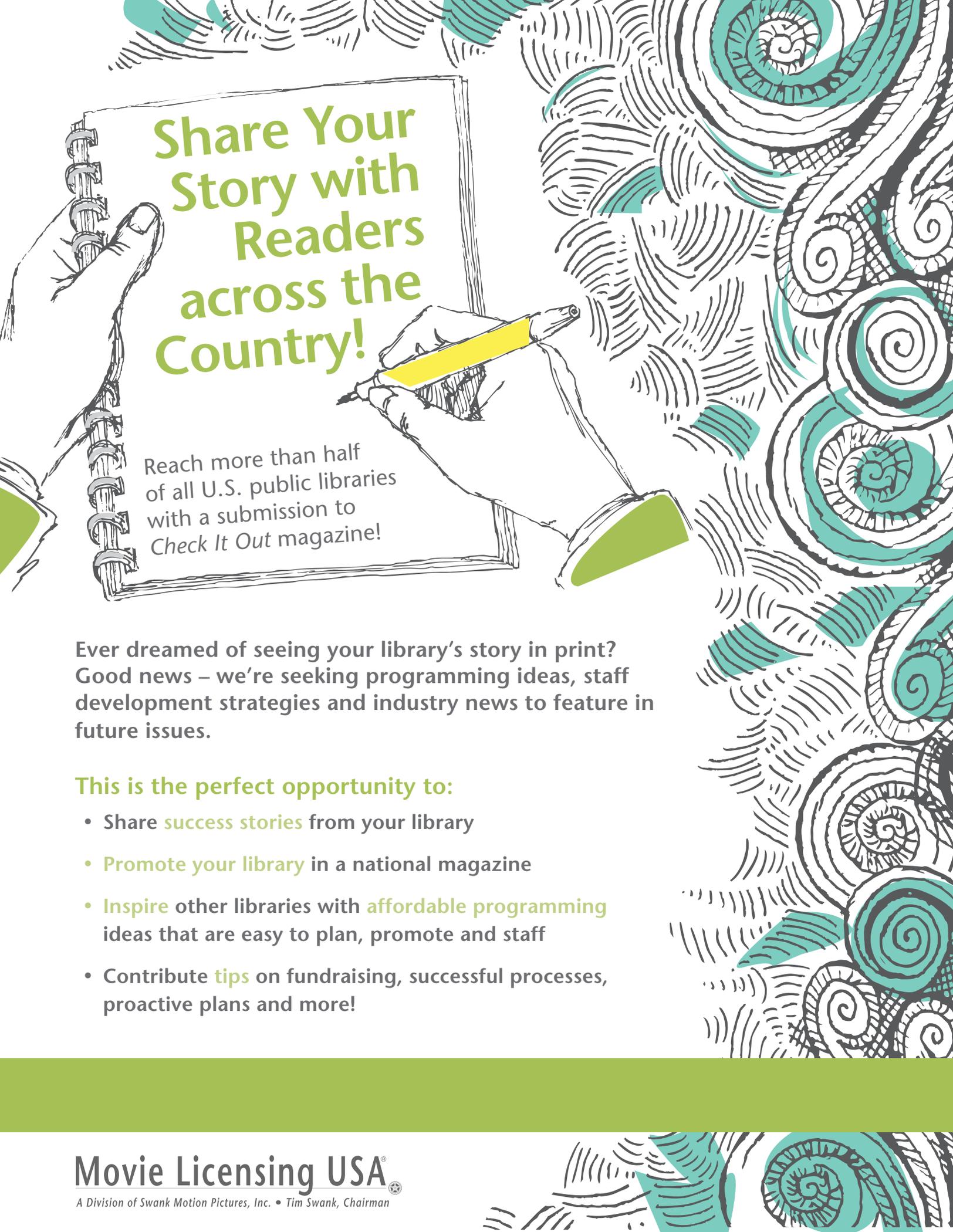Our Favorite Series Picks for Kids, Teens and Adults

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the LEADERSHIP issue

Share Your Story with Readers across the Country!

Reach more than half of all U.S. public libraries with a submission to *Check It Out* magazine!

Ever dreamed of seeing your library's story in print? Good news – we're seeking programming ideas, staff development strategies and industry news to feature in future issues.

This is the perfect opportunity to:

- Share success stories from your library

- Promote your library in a national magazine

- Inspire other libraries with affordable programming ideas that are easy to plan, promote and staff

- Contribute tips on fundraising, successful processes, proactive plans and more!

H

appy New Year from Movie Licensing USA! With the holiday season in your rearview mirror, this is the perfect time to really start working toward your library's 2016 resolutions. That's why we've themed this issue the leadership issue – to help you get a jumpstart on the year ahead. We hope this edition of *Check It Out* inspires you during the chilly winter months, starting with some creative indoor programming ideas on page 3.

Within this issue, you'll also find a lot of content pertaining to sharing your ideas. Whether you've just booked a conference and are curious about how to maximize your experience (page 6) or want a new way to present some intriguing ideas to your board (page 12), you'll find information and tips to help. You can also check out what's new in your favorite social media platforms with the article "Social Media Secrets You May Not Know About" on page 15.

We've included a few library-specific reads within the following pages, too. Be sure to check out our spread on library fines on page 18 and the preparing for an emergency article on page 8. Last but not least, there's a lighthearted article all about prom and how you can help your teen patrons afford the night of their dreams on page 20.

In closing this letter, I'd like to sincerely thank you for your patronage in the coming year. If there's anything you need, simply let us know by contacting your Copyright Licensing Manager by emailing libraries@movlic.com or calling 1-888-267-2658. Now, on to the articles!
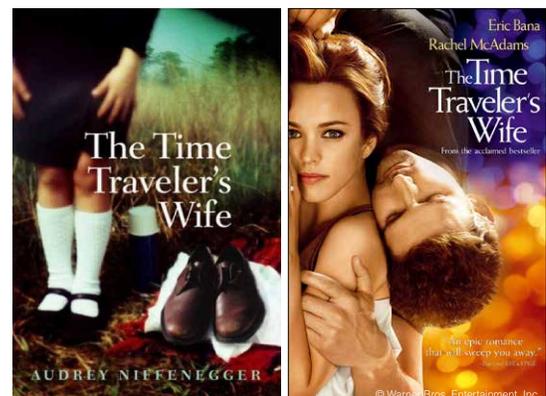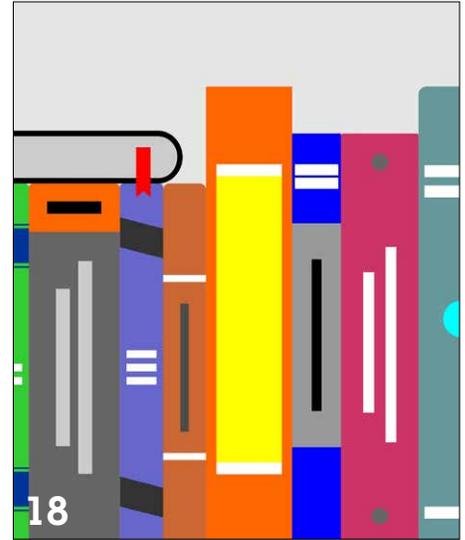
Warmest Wishes,

CHAIRMAN

Incipit

"It's hard being left behind. I wait for Henry, not knowing where he is, wondering if he's okay. It's hard to be the one who stays."

*The Time Traveler's Wife
by Audrey Niffenegger*

10

15

18

the **Leadership** issue

'Gorgeously romantic and
partner ignoringly compulsive'
Independent on Sunday

me
Before
you

JOJO MOYES

Me Before You
by JoJo Moyes

the book

Warm Up
Winter with a
Watch Party!

When the weather's cold and your patrons are getting a little stir crazy, movies are an easy way to break up boredom for all ages. Create your own winter watch party in your library to give patrons somewhere warm to go and socialize without spending a ton.

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Best Series for the Kids
Toy Story Movies
Total number of movies: 4

Calling all toy lovers young and old! Hosting a *Toy Story* movie series is the perfect opportunity to gather all of your vintage toys and knick knacks from the movie to create a fun collaborative theme of outer space meets country cowboy. Use a cow print backdrop and blue sky with puffy white clouds as the basis for many of your decorations and don't forget to include some drawings of the characters in the films made by "Andy."

Indoor carnival-themed games let kids turn in their tickets for a prize from "Al's Toy Barn" like small Slinkies, plastic army men, felt cowboy hats and more. For games, feature a huge pin the face on Mr. Potato head, alien bowling, an Etch-A-Sketch Photo booth with character props and a "Bullseye" beanbag toss game.

The snacks are where you can get really creative. Red licorice can serve as Buzz Lightyear "lasers" and pizza from "Pizza Planet" makes an easy snack. Other tasty kid-friendly cuisine can include Pirate's Booty "galaxy puffs," Hamm's mini pigs in a blanket and gummy worms in plastic boot cups to mimic Woody's famous line "There's a snake in my boot."

Other great series to show: *Spy Kids, Winnie the Pooh, Despicable Me/Minions*

Best Teen Selections
Harry Potter Series
Total number of movies: 8

There is so much you can do to create an awesome viewing atmosphere and turn your library into your very own Hogwarts School of Witchcraft and Wizardry. You can create floating candles as seen in the Great Hall by spray painting paper towel rolls white, topping them with flameless candles and then hanging them from the ceiling with fishing line.

To create an entrance for all of your guests, you can mimic the look of the brick wall from platform 9 ¾ by sponge painting a brick-style background onto an old sheet. For an awesome photo backdrop, recreate the scene where the Dursleys' living room is covered with flying letters by stringing addressed envelopes on fishing line in various lengths and hanging them from the ceiling in a cluster.

Create a refreshment bar with your very own spin off of the Three Broomsticks pub and serve your own drink concoctions and food inspired by the film. Pumpkin juice, cauldron cakes, chocolate frogs and Honeyduke's sweets are all featured in the films and are easy to mimic with treats from the grocery store. You can even give Ollivander's Wand Shop some recognition by creating wands for all attendees. To create them, add blobs of hot glue to chopsticks to create texture and a handle, then paint them to look like wood. To advertise this series, create your own flyer version of a Hogwarts acceptance letter and pass them out to patrons.

Also, don't forget to hang up some Moaning Myrtle printouts in your bathroom for another fun promotional twist!

Other popular teen movie series: *The Hunger Games, Spiderman, Indiana Jones, Lord of the Rings/The Hobbit series, Twilight Series*
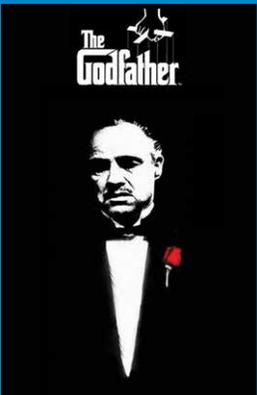
Adult Movie Entertainment
The Godfather
Number of movies: 3

© 2015 Paramount Pictures

You can't celebrate one of the biggest Italian gangster trilogies without a side of pasta! Pair a showing of each movie of the Godfather with a cooking lesson on authentic italian cuisine. From crafting the perfect cannoli to adding a twist on traditional lasagna, you could invite a chef to detail how to prepare one dish from each film. No way to cook in your facility? How about catering an Italian-themed dinner and a movie event for your adult patrons. Ask your patrons to dress up in their favorite mobster attire from the 1940s and 1950s and offer a mugshot backdrop for a little photo fun. You could work with a local restaurant to help with the food or a local brewery or winery to help with beverages. You may also want to host a silent auction with donated items and services from local businesses using the tagline from the movie "I'm going to make him an offer he can't refuse." Tickets could be sold or you could suggest a donation for the dinner depending on your cost level.

"I'm going to make him an offer he can't refuse"

The Godfather / 1972 / AFI's #2 Movie Quote of All Time
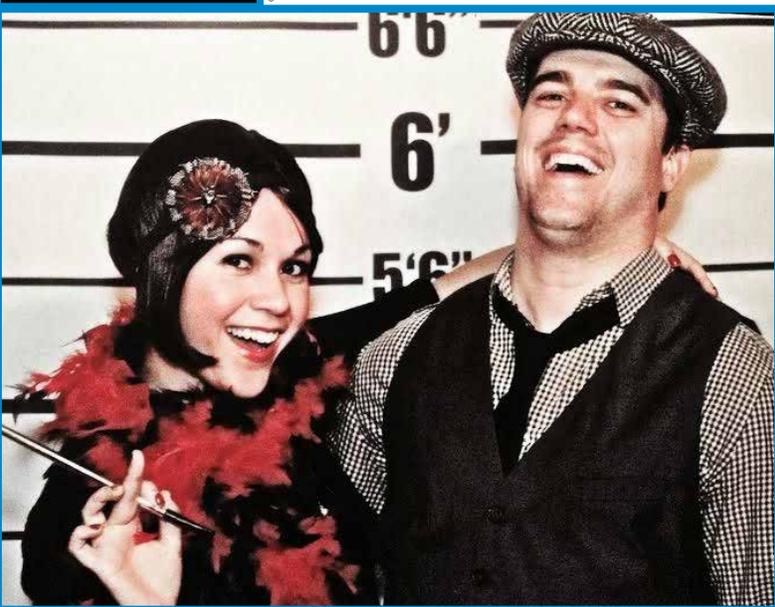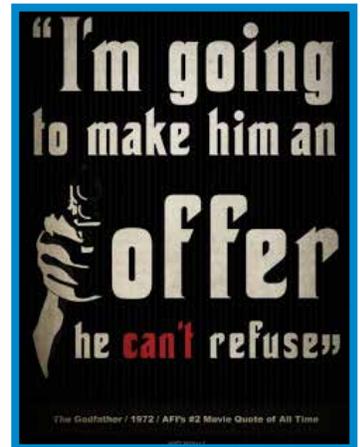
Other popular adult movie series: *Pirates of the Caribbean, Mission Impossible series, the Bourne Identity movies and Rocky series*

CONFERENCE CONFIDENTIAL:
Tips for Maximizing Your Experience

REGISTRATION FOR THE ALA ANNUAL CONFERENCE BEGINS ON JANUARY 9TH!

Conferences can help propel your career in numerous ways; they allow you to gain visibility with your peers, build stronger relationships with those in your field and help you learn something new. When deciding whether to send some members of your team or even attend a conference yourself, the big question to ask is "what's in it for our patrons?"

If you're pitching the idea of attending to your supervisor, jot down a list of goals, challenges and initiatives that could benefit from your attendance. Also, by mentioning conference-specific sessions, workshops, speakers and educational and networking events, as well as getting a rough idea of the total cost to attend, you'll help paint a complete picture of the total amount of resources that will be spent to help the approver make an informed decision. A list of current colleagues that are attending could also help gain some points in terms of attending for networking purposes, especially if those listed are individuals or organizations that your library is planning on working with in the future.

Pack Smart

Besides the obvious essentials, comfortable shoes for standing during packed sessions, snacks healthier than overpriced convenience food, a water bottle, a cozy jacket, gum, an umbrella and gym clothes are must-haves for any conference goer. It's wise to pack outfits that can endure lots of walking, standing and talking to new people without the need to readjust, as well as a few dressier options for evening events. Experts also urge conference attendees to feel free to jazz up professional attire with accessories for a memorable impression or to add a bit of character. A good book is another item to make sure you bring, which comes in handy when traveling or waiting for the next session to begin. Lastly, don't forget to pack your business cards and save a little room for some cool swag!

Be Present

When you're at the conference, this is your chance to soak up everything you can. Plus, it's the perfect time to ask a lot of questions and fine tune your listening skills. While you're probably aware of the emails stacking up in your inbox, take care to remember that a huge reason for attending the conference is to interact with the people and the ideas around you. This means that disconnecting a little bit from your team at home might help you take home better ideas and information since you'll stay in the moment and be more focused on the ideas presented. Also, conference veterans swear that some of the best networking happens after hours so attending evening social events can help your library get the most for their money conference-wise. Even if you're flying solo, try to reach out and make one connection at each event. That way, at the very minimum, you'll have someone to catch lunch or dinner with or introduce you to others later on.

Stay Organized

There's no better environment to spawn new ideas than a library conference with thousands of other like-minded individuals and dozens of interesting sessions. However, organization is essential in maximizing what you've learned, who you talked to and what you can share when you get back. Whether you choose to log your notes on your smartphone, laptop, tablet or even use pen and paper, develop a simple system that will help you record everything quickly and easily.

Follow Up

You've made a great impression at the conference, and now it's time to make it stick! Post-conference, take a moment to thank all new Facebook friends, reach out to those who gave you contact information and follow those on social media whose ideas you found inspiring. As for all of those business cards you collected, sit down with them and sort them into groups of those you want to contact, those you may contact and those who you want to just save for now. For those you know you want to touch base with, add these contacts into your email address book now. You may even want to jot down the name of the conference or session you two met at and a few brief notes regarding what you talked about. Now, you'll have everything you need ready to go for when you decide to contact them.

Another idea from "Get-It-Done Guy" Steve Robbins of personal success building site QuickandDirtyTips.com suggests scanning business cards. This is a great idea for the contacts you've made that you might not want to reach out to now, but want to save for later. He advises those with lots of business cards to grab an 8.5"x11" piece of paper and tape only the tops of two cards side by side, jotting any notes under each card. Repeat this until you run out of cards or paper, and scan the entire sheet. Now, flip all of the cards over to scan the backs and label the scanned images with a title that includes the name of the conference and the date.
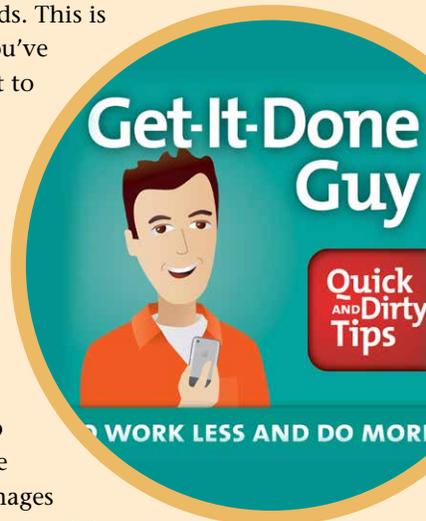
The second piece of advice regarding following up requires sharing what you've learned from the conference with those around you. Give a talk at your next staff meeting, chat with your boss about some of the contacts you've made or even send out notes or clips of sessions you found particularly relevant. By paying it forward, maybe you'll inspire a fellow coworker to share after their next event.

IN CASE of EMERGENCY!
Planning for the Unknown

"Always prepare for the worst." Chances are you've heard this more than a few times throughout your job as a librarian.

From a simple backup plan for an outdoor activity that may get rained out to a complete community multi-part document in case of a state of emergency, it always pays to think ahead. Museums, cultural institutions, libraries, historical societies and many more community resources must proactively prepare to prevent damage to collections, serve as a resource point for the community and act as an information center as situations necessitate.

According to the Red Cross' recent research, more than half of all Americans say they "don't feel prepared for an everyday emergency, let alone a catastrophe." This sentiment creates a huge opportunity for emergency preparedness programming like first aid and CPR training, assembling a family emergency preparedness kit, babysitting safety certification classes and much more. If your library needs a new plan or to update your library's current plans, check out some of these tips.

Write a plan and find sources to reference

Disaster preparedness plans may not help prevent disasters or accidents, but they do provide a guideline on what to do in the aftermath and an approved plan of action to help you cope. Most procedure documents describe what's been done to prevent and prepare for a situation, as well as the actions to be taken to respond to and recover from situations if they do occur. Most libraries have some sort of emergency plans in place already, but unless your plans have been recently updated, it's best to review them every year due to facility and faculty changes. A good plan doesn't have to be lengthy, but it should be descriptive, complete and thorough.

If you're starting from scratch, the ALA has a helpful book available titled *Disaster Response and Planning for Libraries, Third Edition* by Miriam B. Kahn which covers many of the unexpected issues libraries can face with step-by-step instructions. This comprehensive guide also contains checklists and forms to help you prepare for all types of emergency situations. The Centers for Disease Control and Prevention (CDC), the Federal Emergency Management Agency (FEMA) and the U.S. Occupational Safety & Health Administration (OSHA) also have tips on how to prepare your library and information you may want to add to your plan.

The last great reference to briefly touch on is the Red Cross' Ready Rating Program, a free self-paced program with a 123-point self-assessment that reveals areas that may need improvement in your disaster preparedness plans. Centering around the concept that preparedness is a journey, www.readyrating.org helps make "preparedness measurable and visible, bringing concrete elements to an expansive framework."

Coach and train your staff

Bases to cover include evacuation procedures; injuries; threats through mail; phone and packages; broken items; natural disasters; outages of electricity or water and threatening and suspicious patrons. OSHA and FEMA have a lot of information on their websites that prep organizations on dealing with these types of situations. A guide on how to salvage materials is another document many libraries choose to include in their emergency plans. The National Trust for Historic Preservation has downloadable guides and planning resources available at www.preservationnation.org that you can use to learn more on saving valuable materials from destruction.

Make a list - or better yet, a couple of them and a map

An immediate emergency response list can save time when handling many types of disasters. At the top, list the numbers for the fire department, police, water provider and electrical company to call first in case of an emergency. A second tier could list the people you would call next, such as a supervisor, outside company or repair person. This list can also feature contact information for your own in-house emergency response team, such as a disaster team leader, building maintenance team leader and more.

A detailed map of the locations of your library emergency systems could also save lives and resources. Attach floor plans to your plans and note the main water shut-off valve, the sprinkler shut-off valve, the main electrical cut-off switch, the main gas shut-off, the heating/cooling system controls, fire extinguishers and hoses, keys, smoke alarms, first aid kits and more to help all of your staff feel prepared. Plan on keeping these plans updated and current by reviewing them every six months.

Practice makes perfect

You've got your contacts listed, your documents and maps made and your staff trained, so what's next? Practice your emergency plans! According to the Federal Emergency Management Agency (FEMA), this is the final step in helping everyone feel confident in case a situation does arise. Talk about who will be the lead contact to send out information, make sure everyone knows what numbers to call in what situations and conduct a few emergency dry runs to practice getting in and out of the building.

Many communities also have an opt-in public alert and warning system, which may be useful for your coworkers. Upon sign up, officials in your area can send you a text or email message about a local emergency which can be extremely useful for critical information. To find out what may be available in your area, FEMA suggests doing an Internet search for your town, city or county name with the word "alerts." You can also go to the website for your local emergency management or public safety office for more information. Together, these tips can help take the chaos out of the aftermath of an emergency, to help everyone stay safe and get things running again as quickly as possible.

Exploring the Use of the Everyday
Post-it Note

Did you know Post-it Notes were actually invented by accident?

That's right, these attention-getting little squares of paper that have been around since 1968 and have appeared in millions of offices and homes around the world were a fluke. 3M employee Spencer Silver came up with the glue as he was trying to create a super strong adhesive for building planes according to research from the Worldwatch Institute. Called Acrylate Copolymer Microspheres, 3M management noticed that after being stuck to a surface, the adhesive left no residue upon removal and can even be used again.

The idea was shelved until Silver stirred up new interest with 3M products laboratory manager Geoff Nicholson in 1973. Chemical engineer Art Fry helped it gain more steam after he suggested adding the adhesive on slips of paper so they'll be able to stick to anything. After three more years of work and the addition of two more team members, Roger Merrill and Henry Courtney, the idea of Post-it Notes were a hit internally. Finally, in 1977, 3M began running test runs selling Post-it Notes, calling them "Press N' Peel," but no one really used them. A year later, they tried again by giving away free samples in Boise, Idaho, and interest skyrocketed. By 1980, Post-it Notes were released nationwide, successfully ending more than five years of rejection and seven years of development. Today, they're one of the top selling office supply items in the world.

Behold the Post-its' Power!

These little sticky notes are surprisingly persuasive according to research from the *Harvard Business Review.* "You might be surprised to learn that one of the best ways to get someone to comply with your request is through a tiny nuance that adds a personal touch – attaching a sticky note," wrote Harvard Business Review contributor Kevin Hogan in his post titled "The Surprising Persuasiveness of a Sticky Note." The connection, meaning and identity that a sticky Post-it Note carries can often help out the person doing the asking since it commands attention and can make the recipient feel important.

Randy Garner, a professor of behavioral science at Sam Houston State University and the author of a 2005 study on the persuasiveness of Post-its in the *Journal of Consumer Psychology*, conducted a series of five experiments to get people to fill out a survey. In one notable experiment, 150 college professors were sent surveys to fill out – 50 received the survey with a Post-it attached that said "Please take a few minutes to complete this for us. Thank You!" Another 50 received surveys with a similar handwritten note in the corner of the cover letter. The last 50 just received the cover letter and survey. More than 67% of those with the Post-it Notes completed the survey, compared to 48% of the handwritten note group and just 36% of the group who just received the cover letter and survey.

The influence of Post-its even extended to TEDxSydney and "helped [attendees] brainstorm ideas on how to raise awareness of minority groups, aid in the rapid ideation of ways to break down technological barriers and create
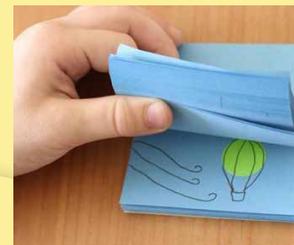
initiatives to empower students to connect with the wider community and have their voices heard" according to TEDxSydney's website. The presence of Post-its helped ideas flow freely and openly, serving as the perfect launch pad for Post-it's new Collaboration Tools, part of their Collaboration Ecosystem for developing, sharing and qualifying ideas. Packed with plenty of ideas on how Post-its can help library and patrons accomplish more, visit www.Post-it.com and explore the posts under the "ideas" category at the top.
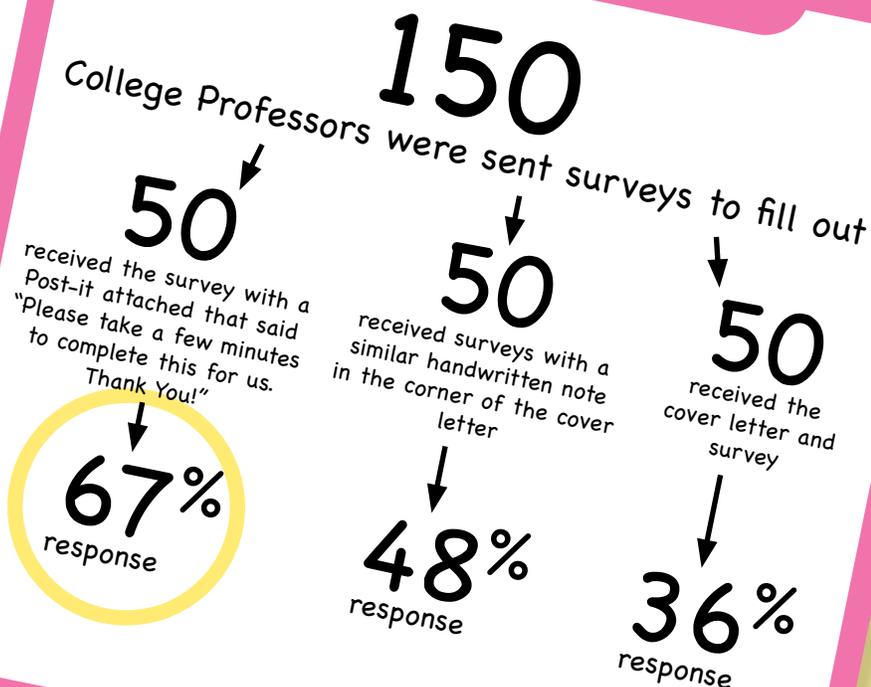
Erin Urban, Continuous Improvement Manager and Leadership Coach at the Global Group of Companies recently wrote a LinkedIn post all about using these bright stickies to organize, plan, collaborate, visualize and drive change. To her, in the world of Visio, Excel and Power Point, "something is lacking. It's too dry, too sterile and collaboration isn't quite as fun," which is why she still uses Post-it Notes regularly. Recently, she asked each individual in her company's group to write down 1-3 things that they would like to change or improve, ending up with more than 300 little bright notes decorating a wall next to the Improvement Project Status board. Tackling one note at a time, employees could visually see change occurring and their ideas contributing to the betterment of the company.

Urban also advocates for using them during collaboration sessions. Perfect for quickly jotting down notes and sticking them to a white board, ideas are never "lost in digital space or became victim to the accidental press of a button." She goes on to say that "going paperless has its definite benefits but there's something more personal, more tangible about low-tech Post-it Notes and white boards that helps teams form a bond toward a common purpose. It's about culture and how to get people engaged and appreciated for their contributions."

Post-it Party!

- **Clean your Keyboards** – Simply run the sticky side between your keys to collect crumbs, dust and lint.
- **Easily file notes** – Divide stacks of papers or pages of notes into sections by using Post-it Notes like folder tabs.
- **Decorate with them** – Make a colorful mosaic out of them on an empty wall in your library.
- **Book mark it** – Use them as a make shift book mark so you remember what page you're on.
- **Arrange schedules** –When discussing shifts, Post-its allow you to work with schedules in an eye-catching way that's easy to rearrange in front of everyone. Once finalized, type up the master version.
- **Make shift tape** – When you're out of tape, cut the sticky edge from a Post-it and use it as tape.
- **Create a Flip Book** – Create mini short-stop animations with a Post-it Note pad.

Experiment

150
College Professors were sent surveys to fill out

50
received the survey with a Post-it attached that said "Please take a few minutes to complete this for us. Thank You!"
67% response

50
received surveys with a similar handwritten note in the corner of the cover letter
48% response

50
received the cover letter and survey
36% response

PRESENTATIONS with

The Best Tools to Use Right Now

Haiku Deck

If asked to describe this presentation software in just a few words, we'd go with sleek, modern and streamlined instead of the dense, busy and text-heavy slides we've all seen at some point in the past. With a web and iPad app, slides created in Haiku Deck aim to focus on images and graphics more than words and phrases, but you can customize your deck however you want. Another great reason why this tool is preferred by many is because it's as easy to use as PowerPoint, yet has more bells and whistles so your presentation doesn't end up looking like everyone else's. Completely free with more than 35 million images, you can also upload your own photos. However, a drawback some might see is that it only has 6 free presentation themes to pick from – you can purchase premium themes and images for an additional cost.
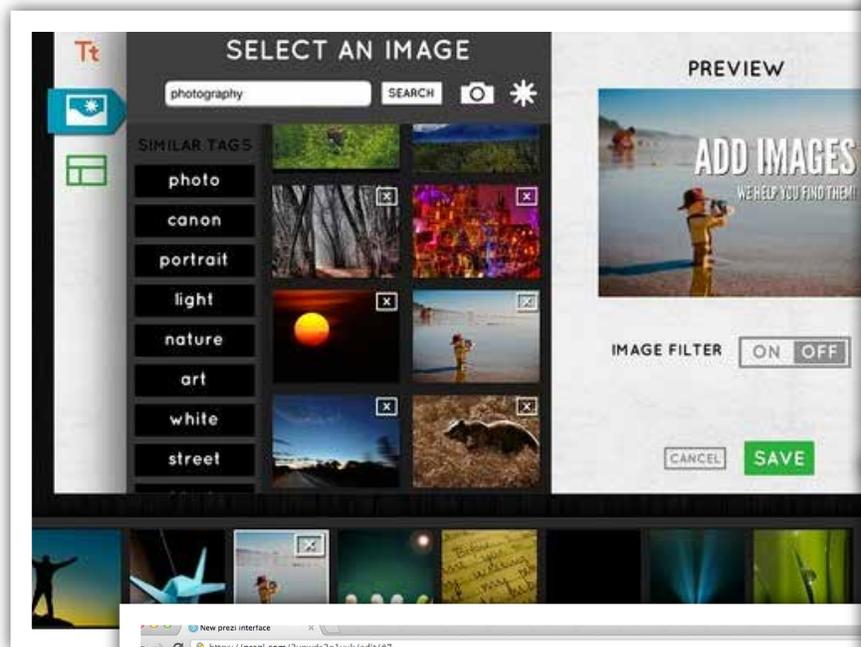
Prezi

Prezi is quickly gaining steam in the online presentation tool world - it's now heavily lauded as one of the best alternative tools to present with instead of PowerPoint. One of the reasons why this tool is so popular is because it lets you have a little fun with movement throughout your presentation. You can create dynamic, fluid, non-linear slides with animations that give the effect of motion instead of a static transition from slide to slide. While the threat to "zoom and swish all over the place throughout the presentation" does exist for some, most love this tool because it is excellent at showing how ideas correlate to one another instead of just presenting them one after another. Graphs, charts, multimedia and your own images are welcome in Prezi and simultaneous collaboration with multiple individuals is also a huge plus. Prezi is free, but all of your presentations will be available to the public unless you subscribe to a platinum plan.
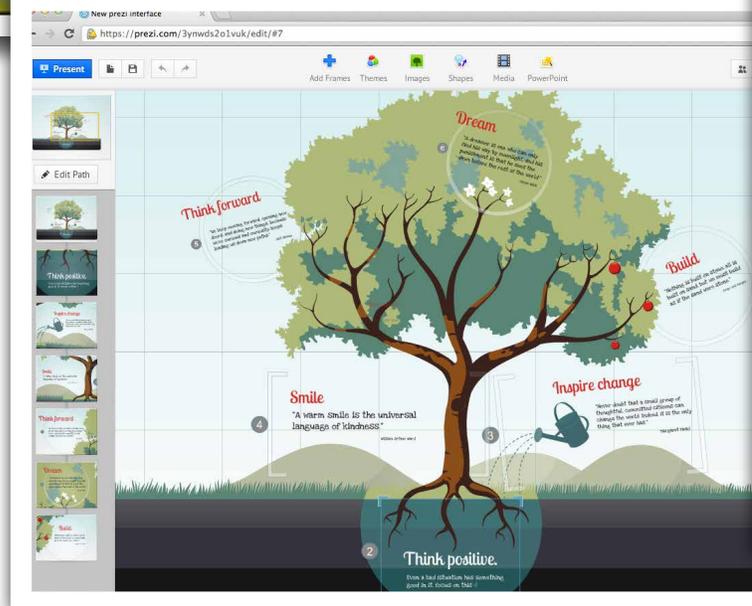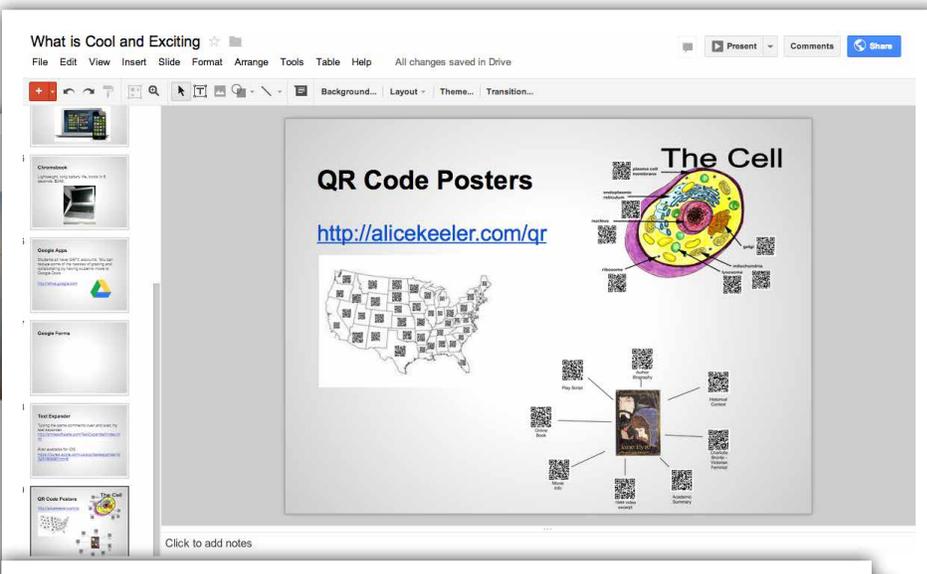
Google Slides

Google Slides embraces what most presenters like about PowerPoint, such as a professional look and feel, dynamic transitions, numerous presentation themes, images and other familiar tools. Yet, it's the simplicity of the user interface and the substantial feature set that entice people to switch. Everything is stored on the web, allowing you to collaborate in real time with other users and access your presentation any time from any browser. Importing your own multimedia, charts and images is easy and slides can open, save and convert into regular PowerPoint files. Not sold on this one yet? It's also completely free and allows you to edit offline. Plus, if you have a Google account, you've already got access to it!

Keynote

iCloud users and Apple fans rave about this software that's part of the iWork productivity suite and has been used for all of the Apple keynote speeches. Yet, thanks to the iWork for iCloud Beta, you can find and use Keynote online if you have an Apple account and access to iWork. It can open PowerPoint files, has tons of templates and lets you upload your own media, charts, images and graphs. All of your presentations are stored in iCloud and are available on your other devices like tablets and smartphones. Even though it's completely free, one drawback is that it's still in its beta phase, meaning Apple could discontinue it, stop supporting it or place restrictions on it at any point. This might make you think twice before using if tor presentations that you'll want to keep around and use for a while.

10/20/30 Rule

- 10 slides
- 20 minutes
- 30-point font size

Stuck on a boring PowerPoint?

Lifehacker.com has some tips on how to keep "death by PowerPoint" from happening to your audience. They urge you to remember that less is more when it comes to presentations and encourage anyone presenting to abide by the 10/20/30 rule. This limits you to 10 slides, a presentation time of 20 minutes and at least a 30-point font size.

Communications expert Nancy Duarte, offers this helpful mnemonic device to keep in mind as you create your presentation.

S — Simplify

L — Lose the clichés

I — Information needs emphasis

D — Designate elements

E — Empathy for the audience

Presentation Tools Provide Visual Aids!

Remember, what you're saying is the star and your goal is to connect your slide to your verbal message. You'll earn bonus points if it triggers a reaction from your audience since they'll want to know what you're going to say to connect the image.

SOCIAL MEDIA SECRETS:

You May Not Know About

The social media jungle is changing constantly – there's always a new beast of a tool to check out, a new trend to observe and even new rules to uphold if you want to keep your content relevant and engaging. Yet, with so many new tips and tricks coming out for each platform, staying on top of all of the developments takes a lot of work.

Here are some of the latest social media changes and observations that have happened in the last few months of which you may not be aware. Some of these can be used to best inform your patrons and others can be used for personal reference.

DID YOU KNOW?

1 You can actually see who looks at your profile on LinkedIn.

LinkedIn is currently the only social network that tells you how many people have viewed your profile and if their profile's settings allow, will even tell you their names. However, if your profile is marked "your name and headline" under the privacy settings that say "Select what others see when you've viewed their profile" and the person you're looking at has the same setting marked, he or she will know you've checked him or her out. You can also choose to be completely anonymous or have anonymous profile characteristics.

The most tweets are sent from 11:00a.m. to 1:00 p.m. local time.

According to recent a study conducted by social media engagement tool Buffer, early mornings seem to be the time that tweets get the most clicks on average according to staff writer Kevan Lee. However, Lee also says that evenings and late nights are when tweets are more likely to be favorited and retweeted. The highest volume of tweets happen in the 2-hour time span from 11:00 a.m. to 1:00 p.m., while the fewest number of tweets are sent between 3:00 a.m. and 4:00 a.m. How can this information help you? Try a few different tactics like sending a tweet out at 11:00 a.m. and a few later in the evening at like 8:00 p.m. or 9:00 p.m. Keep varying your tweeting times and monitor engagement over a 30-day period to see what times patrons favorite, like, retweet and share the most.
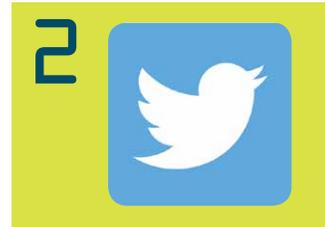
3 Your Facebook profile is automatically set to public.

The more you share, the more information this social media giant can use across the web. Your profile has the default setting as "public", meaning if you don't change your privacy settings, anyone across the web has access to the information you post no matter how personal. Also, if you're signed into Facebook, they can track any other sites you visit as you surf the internet as long as that page has a Facebook Like or Share button. Tricky, right? You can use this tip near your computers as part of a flyer on internet and social media safety.

4

Snapchat uses emojis besides particular names for a reason.

In August, Snapchat switched up what emojis mean once again. Here's how to decode the new symbols:

- The yellow heart means you're #1 best friends with this person – you send the most snaps to them and they send the most to you. A red heart means you've been #1 best friends with this person for 2 weeks straight.

- A pink heart means you've been #1 best friends with this person for 2 months.
  The fire emoji appears if you've snapped someone everyday and they've snapped back.

- The 100 emoji appears when you've been snapping back and forth with someone for 100 days.

- A smiling face means another one of your best friends, while a smirking face means you're one of their best friends (they send you a lot of snaps) but you're not one of their best friends (you don't send as many snaps back)

For more info on these new emojis and what they mean, log on to: http://emojipedia.org/snapchat.

5

You can utilize keywords on Pinterest to make your pins easier to find.

Did you know your username, description, profile name, board title and board title name are all places you can use keywords to help others find your stuff when searching? With more than 30 billion pins, the power of keywords is something you'll want to take advantage of to get more traffic and to share your ideas with others more easily. Need a quick example of how to use them? When it comes to your username, include the city and state where your library is located in addition to the name of your library. The same goes for your profile name. For your description, describe why others should follow you and use keywords to increase your search engine optimization. When naming boards and pins, think of how someone would search for what you're offering but keep it simple, since Google also optimizes the site. For more information, log on to business.pinterest.com.

Hashtags and keywords in descriptions and board names help other users find your content.

6

There is an optimal number of hashtags to use on Instagram & Twitter.

If you're an Instagram or Twitter regular, you've probably run into your share of #abundant #hashtaggers. Thanks to research conducted by Buddy Media, tweets and images with hashtags receive two times more engagement than posts without them. According to Steve Cooper's article on Forbes.com, "As ridiculous as hashtags might seem to marketing veterans who remember a time before Twitter and Facebook, the younger generation and potential customers/clients don't. To them, using hashtags is as natural and common as typing their query into the search box." Plus, they help users easily see what's trending, what's new and what the most popular content is. How can you use them? See what's trending and spin it into something that relates to your library. For example, if a hot new movie is coming out that is based on a book you have, include the movie hashtag in your tweet.

However, too many hashtags in one post can signal spam, especially when using Twitter. Buddy Media also found that one or two hashtags seems to be the maximum accepted by the masses. They found that when two or more hashtags are used, your engagement actually drops by an average of 17 percent. Twitter's own research confirms this, as they found that tweets with one or more hashtags are 55 percent more likely to be retweeted.

A Fine Line:

Why Many Libraries Are Eliminating Overdue Fees

As libraries transition their perception among patrons as a place for "more than just books," the subject of library fines is a hot topic. Some think fines give patrons some incentive to return materials on time, while others support fines because they may help patrons remember they have materials checked out in the first place. However, those who oppose fines argue that collecting fees is a money-losing tactic that's "nickel and diming" loyal patrons and counterproductive to customer service.

Even the President of the American Library Association Sari Feldman acknowledged that fines and fees accidentally discourage those in the community from using library services. As libraries become meccas for community events, job-search assistance and other programs, finding ways to reduce those barriers is important, she stressed. "Public libraries are in the process of transformation, and we increasingly recognize that we are less about what we have for people and more about what we do for and with people," Feldman said.

In the last two decades, libraries across the nation have been increasingly supportive of Feldman's stance on fines. In 1999, the Dover Town Library in Dover, MA, became one of the first libraries to eliminate fines to improve goodwill among patrons. While they have lost between $3,000 to $5,000 in revenue each year, the "onerous element" of fines doesn't put pressure on patrons if they return an item late according to Kathy Killeen, Director. "It takes an incredible amount of staff time to collect 50 cents, to monitor it and send out notices. We weighed the actual costs of collecting fines against the revenue brought in and decided it was kind of a wash," she noted in a CSMonitor.com article titled "Is the Lifting of Library Fines Long Overdue?"

> "While they have lost between $3,000 to $5,000 in revenue each year, the "onerous element" of fines doesn't put pressure on patrons if they return an item late ..."

Since then, libraries in many states have also adopted fine forgiveness plans. The Vernon Area Public Library in Lincolnshire, Illinois, recently erased nearly $43,000 of outstanding fines accrued by more than 8,400 customers. Catherine Savage, a spokeswoman for the library, stated in Chicago's *The Daily Herald*, "Punishing people for using the library is not in line with what we want to be doing for our patrons. They're all free and clear now." Patrons will still receive bills to replace lost materials if they're overdue by 14 days, but the fee is waived as soon as patrons return the materials.

Fine amnesty programs are another popular way to solicit the return of library materials in exchange for a clean slate regarding fines. Ranging from just one day to an entire week depending on the library, canned goods, personal hygiene products and even time spent reading can help whittle down any fines accrued. Other libraries eliminate the fines on amnesty days just by patrons bringing in any overdue materials. Supporters of fine amnesty say that it encourages more patrons to visit the library and even frees up staff from the accounting and customer service aspect of fine collection, which many count as a win-win in terms of the library's relationship with its community.

Fun-Facts
About Late Library Books

101,301 items

The number of items returned on the Chicago Public Library's first fine amnesty day in more than two decades. While most of the items were three to five years overdue, the latest item was from 1934! The estimated value of the items returned was $2,035,473 according to the Urban Libraries Council.

up to
100 or more points

Unpaid fines can actually hurt a patron's credit score. When a library turns an unpaid balance over to a collection agency, they in turn may report the balance to a major credit reporting agency. A collection account can lower a credit score by 100 points or more when shown on a credit report.

$345.19

According to the *Guiness World Records*, this is the world's largest fine for an overdue library book. This amount accrued at $.02 per day since April 19, 1955 for a poetry book titled *Days and Deeds* checked out from the Kewanee Public Library in IL. When found in an elderly woman's house, her daughter returned the book and paid the fine.

221 years

George Washington took out T*he Law of Nations* by Emmerich De Vattel five months into his presidency from the historic New York Society Library, yet failed to bring it back. After being 221 years overdue, it was returned by Mount Vernon staff in 2010 according to magazine website TheWeek.com.

Libraries Are Granting Patrons'
Prom Wishes

Finding a dress, a date, the perfect accessories and a pre- and post-plan are all pretty big concerns of teens across the country when it comes to prom season. However, for some, the biggest source of stress boils down to how they're going to afford the night of their dreams. According to a survey by credit card company Visa, the average cost of attending prom for a high school student was roughly $919 last year. Even the cost of asking someone to prom has skyrocketed to an average $324 according to the survey, partly thanks to the elaborate prom proposals seen on social media.

How are libraries helping to create a magical night without the climbing costs? For those who are trying to make their dreams come true despite a tiny budget, the Once Upon a Prom event at Franklin Park Public Library comes to the rescue with a free mini expo for teenagers attending prom. They let patrons browse and take home one of nearly 200 pre-owned prom and homecoming dresses, suits and accessories for free, as well as enter to win gift certificates to local hair and nail salons.

The Sacramento Public Library system is also a huge help when it comes to free prom options for patrons. When setting up a prom dress collection last year in the South Natomas Library in Sacramento, CA, Youth Services Librarian Marian Simmons noted that a lot of dresses donated still had the tags on them. "Prom dresses can be so expensive, and it can be difficult for a teen to attend a special event like this because the cost is so high," Simmons said. Their program has been running for three years, with a two-month collection period typically starting in late January.

The Princess Project based in San Diego, CA, is another successful organization that matches teens with prom dresses – they have helped boost self-confidence and encouraged teens to feel beautiful by dressing and accessorizing prom goers since its start in 2007. This 100% volunteer run organization is tax deductible, works with local libraries to serve as donation spots and has served over 1,200 girls in 2014 alone. All collected items are completely free to those that need a dress and accessories as long as they have a valid high school ID and an appointment booked in advance.

The New York Public Library goes above and beyond during prom season – they actually set up their own prom! Each year, these librarians join together to put on an event called Anti-Prom for teenagers in each of New York City's five boroughs. Created by the NYPL teen advisory group in 2004 as a welcoming and safe option for teens who may feel uncomfortable or unwelcome at their own school's dance, Anti-Prom is free and open for teenagers 13-18 years of age. Each year has a designated theme, but attendees are welcome to wear whatever helps them feel their best – whether it's a ball gown or a blazer and jeans.

"The Library has always been a safe place for teens, offering an outlet for curiosity and creativity," said Maggie Jacobs, Director of Educational Programs at NYPL to T*he Huffington Post.* "At Anti-Prom, we add music, dancing and fashion to the mix. Most importantly, Anti-Prom provides an alternative space where everyone feels a sense of belonging no matter what group they identify with. The sense of celebration and joy is always palpable - we are so happy to offer our teens an opportunity to enjoy the Library in such a mutually affirming way."

Don't quite have the resources or donations to make your event completely free? Other libraries have set up low cost purchasing options within their library. The Union County Public Library in Monroe, NC, helped those looking for a low-cost prom dress with prices set at less than $50. With many patrons bringing in dresses their daughters left behind, their Friends of the Library program made a sizable sum from taking only 10% of the selling price of the dresses purchased. This money then helped offset the initial money put towards advertising and running the event.

Interested in helping your own prom-going patrons?

Whether you're planning on accepting donations - keep in mind, most proms take place in mid-spring - or even planning your own anti-prom celebration, January is the perfect time to get started. Hosting your own dress event allows you to get creative, have fun and embrace the excitement that surrounds this high school milestone. A tip for getting started in the planning process involves establishing what kind of event you'll have. Will you want to schedule appointments so everyone gets a chance to browse without crowding or will this be an open event for all? What are the parameters for those who are looking for a dress? Will there be other activities other than just dress shopping? Where will your fitting rooms be? These are all great questions to think about at the beginning stages of creating your event.

Once you've got the details down and you want to start spreading the word, many organizations advise reaching out to patrons both personally and virtually until mid-March. It might also be beneficial to work with local businesses in exchange for sponsorships, such as receiving a discount on dry cleaning for your accepted donations in exchange for advertising at your event or offering coupons. Other businesses might also want to be a part of your event to give it an expo feel and show off their work such as nail salons, beauty services and hair salons. In addition to dresses and accessories, shoes and jewelry are other in demand items that your patrons may be willing to donate. Hangers, hanging racks and volunteers to staff your event are other items worth organizing early on. On the day of, set the mood with music, have plenty of full length mirrors on hand and get ready to see faces light up with excitement!

READ IT. *SEE IT.* L♥VE 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.
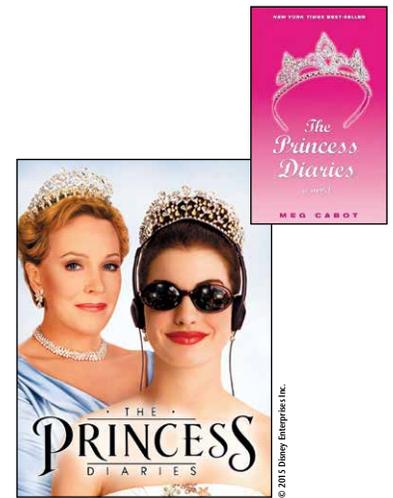
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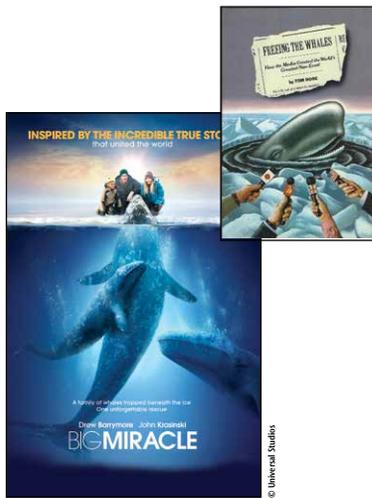
Based on *Freeing the Whales: How the Media Created the World's Greatest Non-Event* by Tom Rose Rated PG
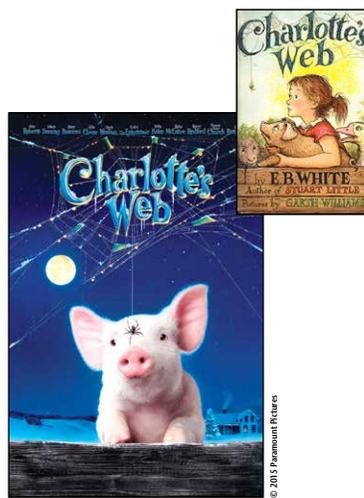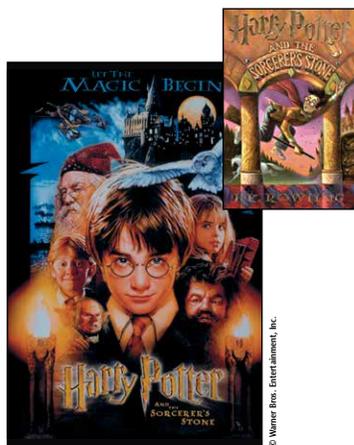

Based on *Charlotte's Web* by E. B. White Rated G

Based on *The Princess Diaries* by Meg Cabot Rated G

TEENS

Based on *If I Stay* by Gayle Forman Rated PG-13

Based on *Harry Potter and the Sorcerer's Stone* by J.K. Rowling Rated PG-13
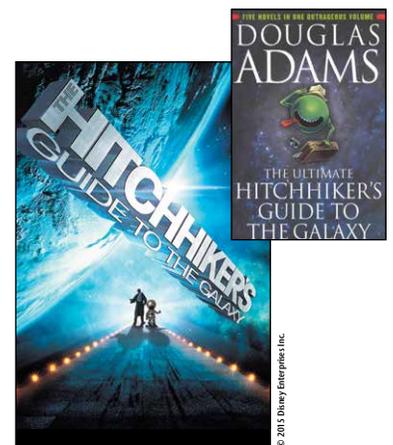
Based on *The Hitchhiker's Guide to the Galaxy* by Douglas Adams Rated PG

ADULTS
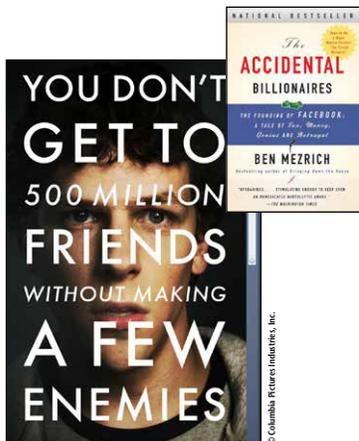
Based on *The Accidental Billionaires: The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal* by Ben Mezrich
Rated PG-13

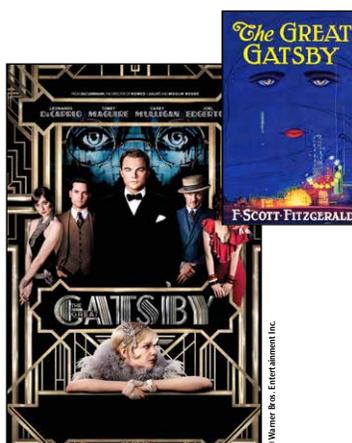Based on *Mystic River* by Dennis Lehane
Rated R

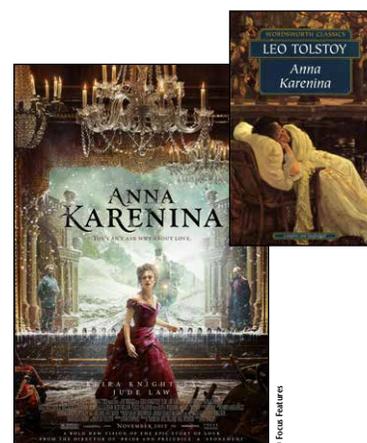Based on *Peter Pan in Kensington Gardens* by J. M. Barrie
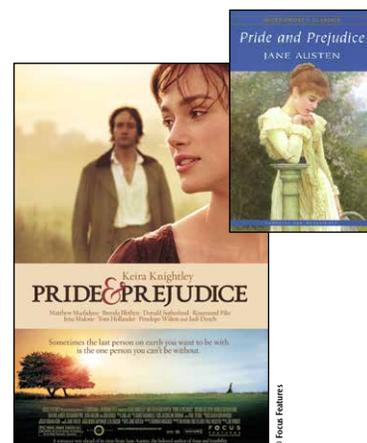Rated PG

TIMELESS CLASSICS REVAMPED

Based on *Les Misérables* by Victor Hugo
Rated PG-13

Based on *The Great Gatsby* by F. Scott Fitzgerald
Rated PG-13

Based on *Anna Karenina* by Leo Tolstoy
Rated R

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

library.movlic.com

Based on *Pride and Prejudice* by Jane Austen
Rated PG

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.

LEBANON PUBLIC LIBRARIES - *LEBANON, NEW HAMPSHIRE - www.leblibrary.com*

Amy Lappin

Number of cardholders?
9,340

Number of books/items in circulation?
69,767

What was your library's best program or event?
We created a 16-bed community garden on the lawn of one of our libraries. Neighbors grew vegetables and flowers right here at the library. We offer great traditional programs that other libraries offer like book groups, storytimes, performers, and films, but this was a little outside of the box and fit our community's needs. We will be expanding the garden next summer.

What is your most requested title for checkout right now?
Even though it is no longer new, book groups are keeping *All the Light We Cannot See* by Anthony Doerr at the number one spot on our holds list. Patrons are anxiously awaiting Janet Evanovich's *Tricky Twenty-Two*.

How does your Library create community?
We strive to be a welcoming place for all whether people are checking out materials, filling out job applications, charging cell phones or just waiting for the bus. Both friendly and responsive, we provide outreach to nursing homes, send materials to homebound patrons, offer storytimes in and out of the libraries and participate in city events. We'd like for people who don't necessarily come into the physical space to recognize us as a vital part of the community.

How do you attract volunteers? What programs have they helped with?
Most of our volunteers find us rather than us looking for them. All of the physical work in getting books ready for the shelves (covering, barcoding, adding labels) is done by volunteers. They also help keep things in order by shelving and shelf-reading. Volunteers also assist with our ongoing year-round book sale and even weed and work on our gardens.

How do you use movie programming in your library?
In an effort to highlight advocacy of online privacy, we showed *Citizenfour*, the Academy Award©-winning documentary about Edward Snowden. Additionally, both our children's and teen librarians show films in the summer as an opportunity for families to come in from the heat and spend a relaxing afternoon with us. We present occasional adult film series to spotlight hidden gems in our DVD collection. Our recent Heist & Caper film series was a hit!

**Do you have any special teen or children's programming?**
We've done some fun programming for middle and high school students with squishy circuits and Arduino programming. Our teen events also include regular weekly board game nights, drop in crafts and book groups. For children, we offer storytimes and baby lapsits at both of our libraries. We've had some fantastic special programs including creating graphic novels, yoga for kids, making candy sushi and a magical potions party complete with a real live Dumbledore (who was actually a staff member).

FUN, *GAMES* & C❓NTESTS

Book to Movie Scramble!

Can you name the book to movie titles that are scrambled below?
Hint – these are all newer releases from Movie Licensing USA!
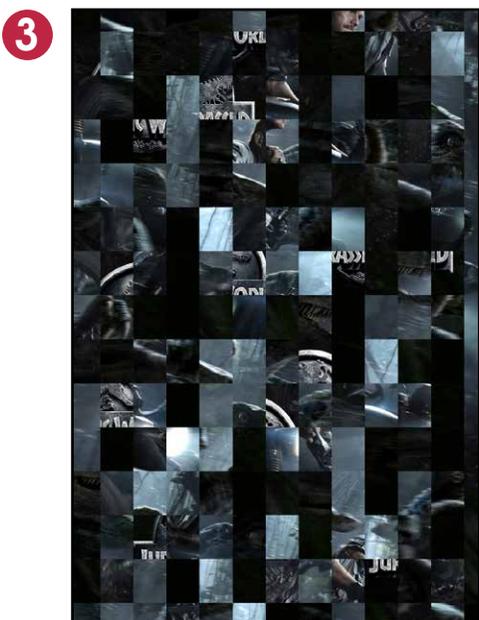
Answers: 1. Insurgent, 2. Mortdecai, 3. Jurassic World , 4. Cinderella

HOTEL TRANSYLVANIA 2