



The **Lamplighter**

*a monthly electronic newsletter of the
Wisconsin Valley Library Service*

MARCH 2008 Volume XLV, Number 3

IN THE SYSTEM

WVLS HIRES PUBLIC RELATIONS AND CONTINUING EDUCATION COORDINATOR

The WVLS Interview Committee selected Inese Christman as the new Public Relations and Continuing Education Coordinator for WVLS.

Inese comes to us from the Northcentral Technical College (Wausau) where she was employed as the Library Services Technician since 2006. During her tenure, she designed and provided individual and group library instruction; created displays and other promotional items to advertise library services and collections; assisted students and staff with reference questions; and catalogued library materials.

Prior to that, Inese worked at the Marathon County Public Library for about 16 years. During her most recent years with MCPL, she was the Head of Branch Services and also the Direct Services Team Manager, and was responsible for:

- Offering training opportunities and continuing education opportunities for the staff and public;
- Planning and implementing library events to fit the needs of various target groups in the community;
- Maintaining and designing the library's Web site, and editing a variety of newsletters and reports;
- Managing the development of book clubs and computer training classes at a variety of locations;
- Planning and hosting meetings at local and state levels; and
- Bringing community organizations/members together to participate in digitization projects, Internet training and other library-related projects.

Inese will begin her duties on Monday, March 17th. She may be contacted at 715/261-7252 or ichristman@wvls.lib.wi.us

WVLS 'PLAYAWAY DEMONSTRATION COLLECTIONS' MAKE THEIR DEBUT!

With 2008 LSTA Technology Grant funding, WVLS was able to purchase a small collection of Playaways for its AV collection.

What is a Playaway? A product of Findaway World (a privately-held company based in Cleveland, Ohio), a Playaway is a MP3 player that comes pre-loaded with an audio recording of an entire book. No downloads are necessary. The Playaway is half the size of a deck of cards and weighs only two ounces, yet it can hold as little or as much as eighty hours of content on each unit. Using clearly marked buttons, the Playaway gives listeners the ability to move back and forth within or between chapters and alter the

speed of a narrator's voice. It even has an automatic bookmark feature that remembers where listeners stopped the recording. Additionally, Playaway has a universal headphone jack that works with almost any type of headphone or mobility accessory.

WVLS will begin sending Playaway demonstration collections to interested public libraries in April, just in time for National Library Week celebrations. To help libraries promote this service, Playawaylibrary.com has a marketing tool kit that includes a sample news release, pictures and logos, that is available at <http://www.playawaylibrary.com/MarketingToolkit.cfm> Also, a "How to Play" sheet is available at <http://www.playawaylibrary.com/HowtoPlay-PowerButton.cfm>

If your library would like to share this new and intriguing audiobook format with your patrons, please contact Beth Sillars (715/261-7255 or sillars@wvls.lib.wi.us) to receive a Playaway demonstration collection.

ABBOTSFORD CELEBRATES NEW LIBRARY!

Abbotsford celebrated the opening of its new public library and municipal center on Valentine's Day. Since the complex was funded by local donations and grant funds, selecting Valentine's Day to celebrate was certainly a fitting way for municipal officials to express their appreciation for the many contributions from the community.

The open house and dedication was a wonderful opportunity to view all of the features of the entire building and was well attended by community members and by library supporters. It was obvious that those in attendance were very proud of their new building. Pictures of the ceremony and the new library may be found at:

<http://www.flickr.com/photos/24428281@N04/>



Library Board President Kathy Grambort and Library Director Jane Medenwaldt share a moment during the dedication of the new Abbotsford Public Library and Municipal Center.

The new library is more than triple the size of the old library. The number of computers available for the public to use has doubled. There is now a Director's office as well as workspace for the staff. The circulation desk is spacious and facilitates the needs of the staff and the patrons. There is a significant increase in available shelving space and affords the library the opportunity to see its collection grow to meet the needs of the community. The furnishings in the new library are all very nice and were primarily done on local contracts. With the new facility came expanded library hours. The library is now open daily from Monday through Saturday to meet the needs of the community.

I highly recommend that you take the time to check out the new Abbotsford Public Library. Once you get there, you may choose to stay awhile in the cozy and inviting atmosphere. *-Linda Orcutt*

Congratulations to the Abbotsford Public Library Director, Jane Medenwaldt, and the Board of Trustees on their efforts to create such a beautiful, yet functional, facility. We wish you much success in your new library!

YOUR ATTENTION, PLEASE!

Ask Library Users and Non-Users to Participate!

LIBRARY IMPACT STUDY

NorthStar Economics, Inc. has been retained by the Wisconsin Department of Public Instruction to study the economic impact of public libraries in Wisconsin. To gather information for the study, they are scheduling interviews with a representative sample of library users and non-users throughout the state, as well as gathering additional input through an online survey.

The NorthStar, Inc. Web site (<http://www.northstareconomics.com>) has a link to the survey, or the direct link is http://www.surveymonkey.com/s.aspx?sm=qyjYazUcsULPwoJ4nWVoHw_3d_3d Libraries are encouraged to distribute information about this survey to library users and non-users in their communities. The deadline to participate in the survey is **Friday, March 21st**.

YOUTH MATTERS



Make Cupcakes!

SUMMER LIBRARY PROGRAM IDEA

Are you looking for a tasty treat for your *Catch the Reading Bug* summer library program? If so, check out Martha Stewart's Web site for the recipe and instructions for making really adorable "Bug Cupcakes". You won't have to dare kids to eat these bugs! (Note: go to <http://www.marthastewart.com> and type bug cupcakes in the search box.)

(Adapted from article in *Monday Memo*, e-newsletter of the Arrowhead Library System; 3/10/08)

SUPPORT TEEN LITERATURE DAY

Libraries, schools and bookstores across the country are encouraged to participate in **Support Teen Literature Day** on **April 17, 2008** by hosting events in their library or through their web site on that day. Sponsored by the Young Adult Library Services Association (YALSA), the purpose of this celebration is to raise awareness among the general public that young adult literature is a vibrant, growing genre with much to offer today's teens. **Support Teen Literature Day** also seeks to showcase some award-winning authors and books in the genre as well as highlight library staffs' expertise in connecting teens with books and other reading materials.

YALSA has compiled a list of activities, display ideas and contests (<http://www.ala.org/ala/yalsa/supportyalit.cfm>), and the YALSA wiki has a growing list of ideas (http://wikis.ala.org/yalsa/index.php/Support_Teen_Literature_Day) to help library staff, educators and teen advisory groups celebrate **Support Teen Literature Day**. Some of the ideas follow:

- Set up a display of award-winning books.
- Feature an award-winning book on your web site.
- Talk to area teachers and parents of teens about what is new in teen reads.
- Host a teen author at your library.
- Host a chat with a teen author.
- Survey teens on their favorite teen book.
- Host a cover art contest and ask teens to create a cover of their favorite book.

- Send a letter to the editor of your local newspaper. Create your own or use the sample letter from YALSA at http://www.ala.org/ala/yalsa/Letter_to_Editor.doc
- Invite teens to write letters to the editor, citing their favorite titles.
- Host a teen movie night and show movies made from YA novels.
- Invite teens to write book, graphic novel, game, music and/or film reviews to post on a library display, or web site.
- Invite adults to enter a drawing where they list books they loved as teens. Ask local businesses to donate prizes. Create a display or brochure featuring the titles.

CONTINUING EDUCATION

Get Your Tickets Now!

DAVID MACAULAY ARBUTHNOT HONOR LECTURE IN MADISON

David Macaulay, the Caldecott-Award winning illustrator of *Black and White*, *The Way Things Work*, *Cathedral* and other renowned books for youth, is delivering the annual May Hill Arbuthnot Honor Lecture at the Monona Terrace in Madison on Thursday, April 17th.

Each year, an individual of distinction in the field of children's literature is chosen to write and deliver a lecture that will make a significant contribution to the world of children's literature. The award is administered by the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA). The South Central Library System is proud to be hosting the 2008 lecture.

Admission is free, but tickets are required. To request free tickets, and to learn more about the lecture and David Macaulay, please visit the 2008 Arbuthnot Honor Lecture Web site at <http://www.scls.info/arbuthnot08/>

If you have questions about this event, please contact Shawn Brommer, SCLS Youth Services and Outreach Coordinator, at 608/246-7958 or sbrommer@scls.lib.wi.us (WISPUBLIC post by Shawn Brommer; 1/15/08)

WAPL CONFERENCE SCHEDULED APRIL 30 – MAY 2

The Wisconsin Association of Public Libraries (WAPL) Annual Conference is scheduled April 30-May 2, 2008, at the new Holiday Inn Hotel and Convention Center in Stevens Point. Jay Rath, Madison journalist and author of "The W Files," will speak on Thursday, and Dick Bennett, former UW-GB and Wisconsin men's basketball head coach, will be the speaker at the Friday luncheon.

More information, including a tentative schedule and registration, is available on the conference website at <http://www.wla.lib.wi.us/wapl/conferences/2008/index.htm>.
(South Central Library Service *Online Update*; 2/29/08)

INFO TO GO

New!

CCBC PODCASTS

The Cooperative Children's Book Center (CCBC) has started to provide weekly podcasts to offer listeners the opportunity to catch up on all the latest news at the CCBC. The podcasts feature book talks, news,

and short interviews. Everyone is invited and encouraged to tune in. You can listen to the first podcast at <http://www.education.wisc.edu/ccbc/podcasts/podcasts.asp>

The CCBC hopes listeners enjoy this latest way of promoting CCBC services and connecting with them. Feedback and questions are welcome. Contact: Tessa Michaelson, Cooperative Children's Book Center, 608-890-1332; tmichaelson@education.wisc.edu
(edited from WISPUBLIC post by Tessa Michaelson; 3/3/08)

CANCER SURVIVORSHIP NOTEBOOKS FOR PUBLIC LIBRARIES

The Lance Armstrong Foundation (LAF) recently announced it is collaborating with the American Library Association (ALA) to provide libraries across the country with reference materials to better serve those seeking health-related information, specifically cancer.

The LAF created the *LIVESTRONG Survivorship Notebook* to get cancer information to everyone, especially low-income or uninsured citizens who don't have access to a computer or are denied follow-up care after completing cancer treatment. Designed to help cancer survivors, their families and caregivers organize, keep and access important information related to their cancer experiences, the *Notebook* is divided into four sections:

- ***Survivorship Tools*** – these tools help cancer survivors organize physical and emotional health concerns; maintain a list of medications; keep track of medical, financial and insurance records; and keep a record of medical history after treatment.
- ***Survivorship Stories*** – This section contains a booklet of stories told by real survivors about their experiences with cancer.
- ***Survivorship Topics*** – This section features information about the physical, emotional and practical challenges cancer survivors and their loved ones may face throughout their battle with cancer. Topics addressed in this section include the aftereffects of cancer treatment; the emotional effects of cancer; planning your financial future; and, how to communicate with your health care team.
- ***Survivorship Updates*** – Cancer survivors can use the information in this section to request additional information about cancer survivorship to add to their notebooks. They can also add to this section information they receive from their own health care team, family members, support groups, caregivers and friends.

Recently, the LAF began shipping LIVESTRONG Survivorship Notebooks, **free of charge**, to more than 14,200 libraries across the United States. Libraries that have not received a notebook by **March 31st** can email Kelli Craddock at kelli.craddock@livestrong.org to request one.
(edited from ALA news release, 3/5/08; and *American Libraries Direct*, 3/12/08)

In April -

50TH ANNIVERSARY OF NATIONAL LIBRARY WEEK

First sponsored in 1958, National Library Week (NLW) is a national observance sponsored by the American Library Association and libraries across the country each April. It is a time to celebrate the contributions of our nation's libraries and librarians and to promote use and support. This year, NLW will be held April 13-19, and this year's theme is: *Join the circle of knowledge @ your library*. All types of libraries – school, public, academic and special – are encouraged to participate.

Academy Award-winning actress Julie Andrews is the honorary chair of this year's NLW. As part of her role, she has lent her image to radio and television public service announcements (PSAs). Print, radio

and television PSAs are available for libraries to use locally and may be found on the NLW Web site at <http://www.ala.org/ala/pio/natlibraryweek/nlw.htm>

Other tools available at this site include a sample proclamation, press release, radio PSA scripts and letter-to-the-editor. All documents are available in both English and Spanish and may be customized for local use.

HOW TO EVALUATE YOUR LIBRARY'S PHYSICAL ENVIRONMENT

Spring is the time for renewal and for making fresh starts. To this end, Marketing Consultant Julia Cooper shares her expertise with libraries in the article "How to Evaluate Your Library's Physical Environment" [*Marketing Library Services*; May/June 2007; <http://www.infotoday.com/MLS/may07/Cooper.shtml>]. To help libraries take a fresh look at their facilities, Cooper designed a tool called the Sensory Perception Audit (SPA), to provide guidance to identify and adapt to patrons' needs. During the SPA, all library spaces are evaluated from the patrons' point of view. According to Cooper, "One way to market your library is by creating a physical environment that both fosters and reflects the needs and wants of people in your community. By being aware of the environment, the impression it makes, and the simple changes you can make, you can significantly improve both your customers' and your staff members' experiences."

She suggests that libraries should look at the big picture first. Before taking the SPA audit, libraries should answer the following questions:

WHO is the target market?

WHAT IS THE LIFESTYLE of the target market?

Can you describe your LIBRARY'S STYLE in three words or less?

WHAT KIND OF ATMOSPHERE does the building and surrounding area convey?

Then it is time to evaluate the library's space from the patrons' point of view. Cooper provides several points to consider. Some examples are:

Outside the library, look at curb appeal and traffic flow. Is your parking lot easy to enter and exit? Can people drive up to the book drop or can they at least get in and out quickly to return items without causing a bottleneck in the parking lot? Are the doors to the library cluttered with signage or are there just a few important pieces? Are there open seating areas for those waiting for rides or space to just read?

Inside the library, look at the public service, customer service and target market customer service landscapes. Is there good lighting and bright colors to make the desk areas stand out? Are work areas out of view to customers? Are staffers visible and helpful or do they have their backs turned or their heads down? Is the restroom functioning properly or does it need servicing? Are reference librarians easily visible from the entryway to this section of the library?

In addition, Cooper provides ten simple tips to spruce up for spring:

1. Have your windows professionally cleaned inside and out.
2. Add small flower bouquets in vases or aluminum pails (use greens and pastel colors) to each service desk.
3. Play Celtic, harp, jazz, flute, or guitar music softly in the background on your PA system.
4. Change reading lamps to pink light bulbs (which are sometimes offered for breast cancer research donations). Their light is softer and easier on the eyes.
5. To fill in high ceilings and large wall spaces, hang kites, flags, banners, or other lightweight, breezy fabrics.

6. Check the dumpster area outside and clean up any broken glass or debris.
7. Place artificial greenery around tops of bookshelves to fill space and to add texture, color, and novelty.
8. Thoroughly clean all countertops with an ammonia- or vinegar-based cleaner. You will be amazed at the difference!
9. "Wallpaper" behind each service desk area with the same solid-colored wrapping paper. This will create a unified focus on service throughout the library.
10. Check high-touch areas, such as keyboards, mouse pads, light switch plates, and door edges and handles for wear or fingerprints; clean or replace as needed.

Lastly, Cooper reminds us that "Humans have a need for belonging, a need for a gathering place, a need to feel part of something. We also feel that our environment is a reflection of ourselves, thus, our surroundings are our identity. This is evident in the number of cafes and bookstores in which people come together to connect across the world ... Now is the ideal time to take the opportunity to keep your library looking fresh."

ON COMMAND

OBSOLETE LIBRARIAN SKILLS

Following is a list of academic librarian skills that Steven Bell thinks are obsolete (ACRLog post; 2/20/08). Many of the skills mentioned were probably also performed by public and multitype library staff. How many of the following tasks do you remember doing?

A few bloggers were having fun identifying totally obsolete skills. You know, the sort of things we all used to do all the time that nobody has to bother with anymore. For example, dialing a rotary phone, using carbon paper to make copies, or changing the ball on a Selectric typewriter. That got me to thinking that in the years I've been in this profession, there are more than a few accumulated skills and practices that could now be considered obsolete by the vast majority of academic librarians. Here are some that come to mind:

- Filing order for catalog cards (heck, anything to do with catalog cards).
- Installing, setting up and using communications software (anyone use SmartCom lately?).
- Understanding the difference between (w) and (n) (for most of us on a day-to-day basis).
- Creating a menu for choosing CD-ROMS off the networked player (who misses that one).
- Knowing pretty much every book in the reference collection (or what's left of it).
- Printing and distributing pathfinders (path ... what?).
- Mailing out reprints of your article (when's the last time anyone asked for one?).
- Required training sessions before end-users can search online databases (and silly certification practices).
- CD-ROM training classes (and training the CD-ROM trainer workshops – as if they were ever needed).
- Setting meetings by going around and asking everyone when they're available (thank you, meeting wizard).
- Feeding the paper into the printer so the holes fit into the tractor pins (I hope you still don't have to do that).

These are just a few to start – or maybe you don't agree with some of these. What would you add to your list of obsolete skills? What skills or practices are you using today that you think will be obsolete in 10 to 20 years from now?

NOTE: Thanks to Mary Dunn for sharing this interesting piece with fellow LL readers!

If you have a hard time thinking of obsolete skills, check out the Obsolete Skills wiki!

In "Remember When..." (2/21/08 post on *Nic Bits*; <http://nicbits.blogspot.com/>), Nicolet Federated Library System Director Mark Merrifield shares a link to an *obsolete skills* wiki, and some of the skills mentioned are library-related. To visit the wiki, go to <http://obsoleteskills.com/Skills/Skills>

FROM HITHER & YON

UNCLE CLETUS' SURE CURE SKUNK DEODORANT

The snowballs are melting rapidly in the Northwoods and it won't be long before skunks and baby skunklets will be out for a stroll. Sometimes they encounter domesticated critters with unfortunate consequences. See below for a timely recipe no ready reference file should be without when a desperate library customer is depending on us to produce an antidote.

Uncle Cletus' Sure Cure Skunk Deodorant

1 quart (.95L) of 3 percent hydrogen peroxide (the stuff off of the grocery shelf)

¼ cup (70g) of baking soda (sodium bicarbonate)

1 teaspoon (5 ml) liquid soap

DO NOT ADD OR USE ANY WATER

Mix in a 5-gallon pail and saturate the dog, attempting to avoid the eyes.

Skunk essence is made of sulfur molecules. The materials in the recipe, when mixed together, form alkaline peroxide, which chemically changes the skunk essence into sulfuric acid, a completely odorless chemical. The purpose of the soap is to break down the very oily skunk essence, and make it more susceptible to the other chemicals.

The people who've tried it swear by it. Works on clothes, boots, skin, dogs and vehicles. Just leave it on, although you can shower a short time later after scrubbing your smelly dog. One person who used it did comment that their black lab's hair "did change color a bit," but it didn't stink anymore. Uncle Cletus says, "For every education there is tuition!" [Warden Cletus Alsteen in *Wisconsin Game Warden Magazine*, Spring 2005]

(WLA listserv post by Kris Adams Wendt; 3/29/05)

WEB SITES OF INTEREST (tourist traps on the information superhighway)

Imbee <http://www.imbee.com>

This site was designed for youth aged eight to fourteen to help them to safely connect online. A mother created the site when her seven-year-old son asked her if he could set up a MySpace page. Safety features include a parent or teacher having to sign up with a youth to authorize the account, the lack of a search button (so no strangers can contact members), security settings that adults can control for age-appropriate parameters within the site, and daily reports that show all of the 'tween member's activity on the site. (*VOYA*; February 2008)

Internal Revenue Service: Economic Stimulus Payments Information Center

<http://www.irs.gov/irs/article/0,,id=177937,00.html>

Official Internal Revenue Service (IRS) information about the 2008 "economic stimulus" payments that will be sent to U.S. taxpayers starting in May. "Eligible taxpayers will receive between \$300 to \$600 if single, or \$600 to \$1,200 if married filing jointly." Provides payment scenarios, a FAQ, material for Social

Security and veterans' benefits recipients, an alert about rebate scams, and other details about the payment program.

(*LII New This Week*; 3/6/08; Copyright 2007 by Librarians' Index to the Internet, LII)

RecipeZaar <http://www.recipezaar.com/>

There are recipes, there are bazaars, and then there is RecipeZaar. RecipeZaar is a fun and lively site that brings together thousands of recipes. This means that just about any food or beverage cravings will be covered here, and spending a few minutes on the site can be a good way to find a new arrow to add to one's culinary quiver. First-time visitors can look at the "Recipe of the Day" feature on the homepage, and then browse recipes by ingredient, cuisine, occasion, course, and preparation. The truly adventurous may also wish to browse a number of top categories, which include ground beef, Irish soda bread, Mexican, vegan, and casserole. Finally, visitors with tough culinary questions can submit them to the online forums, where everything from wasabi to Worcestershire sauce can be debated, diced, and discussed.

(From *The Scout Report*, Copyright Internet Scout 1994-2008; <http://scout.wisc.edu/>; 3/7/08)

YA Librarian's Homepage <http://yahelp.suffolk.lib.ny.us/>

This Web site offers the best online resources any YA Librarian would need! There are links on programming ideas, book talks, book lists, and more! I use it all the time when I'm not sure what to do next! It's my YA bible! – YA Librarian at Vermillion Parish Library [Louisiana] (*Public Libraries*; Jan/Feb 2008)

CALENDAR OF EVENTS

March 20 – The first day of spring!

March 21 – WVLS office closed.

March 25-29 – 12th National Public Library Association Conference – Minneapolis Convention Center – <http://www.placonference.org>

APRIL – National Garden Month <http://www.nationalgardenmonth.org>

School Library Media Month

<http://www.ala.org/ala/aasl/aaslissues/aasladvocacy/schoollibrarymedia.htm>

April 3 – **WVLS V-Cat Council meeting** – Marathon County Public Library – 9:30 a.m.

April 6-8 – Wisconsin Educational Media and Technology Association (WEMTA) Spring Conference – Wyndham – Milwaukee Airport - theme: Meeting the Needs of All Children: The Role of Information and Technology – <http://www.wemtaonline.org>

April 12 – **WVLS Executive Committee meeting** – Marathon County Public Library – 9:30 a.m.

April 13-19 – National Library Week - this year's theme is: *Join the circle of knowledge @ your library*. All types of libraries – school, public, academic and special – are encouraged to participate. See article on NLW in this issue of *The Lamplighter* for more information.

April 15 – National Library Workers Day – a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers. For more information and to download a "Libraries Work Because We Do!" poster, visit <http://www.ala-apa.org/about/nlwd.html>

April 15 – **WVLS Network Committee meeting** – Marathon County Public Library – 9:30 a.m.

April 15 – 18 – Wisconsin Association of Academic Librarians (WAAL) Conference – Holiday Inn, Manitowoc – <http://www.wla.lib.wi.us/waal/conferences/2008>

April 17 - May Hill Arbuthnot Honor Lecture by David Macaulay - Monona Terrace, Madison - <http://www.scls.info/arbuthnot08/>

April 22 – **WVLS Library Advisory Committee (LAC) meeting** – Marathon County Public Library – 9:30 a.m.

April 30–May 2 – Wisconsin Association of Public Libraries (WAPL) annual conference – Holiday Inn Hotel and Convention Center, Stevens Point, WI - <http://www.wla.lib.wi.us/wapl/conferences/2008/index.htm>

May 5-6 – COLAND's Statewide Library Strategic Visioning Summit – The Heidel House, Green Lake, WI – <http://dpi.wi.gov/coland/vision.html>

May 10 – **WVLS Board of Trustees meeting** – Marathon County Public Library – 9:30 a.m.

May 12 – First-class mail stamp will increase from \$0.41 to \$0.42. Forever stamps, purchased at \$0.41, will be honored following the May 12th increase. For details about the Forever stamp, visit <http://www.usps.com/shop/welcome.htm>

May 22 – **WVLS Public Library Directors' Meeting** – Marathon County Public Library – 9:30 a.m.

QUOTE OF THE MONTH

“Libraries will get you through tough times of no money better than money will get you through times of no libraries.”

--Ann Herbert, *The Whole Earth Catalog*



The Lamplighter is a monthly electronic newsletter of the Wisconsin Valley Library Service. Contributions are welcome!

Back issues are available at <http://wvls.lib.wi.us/Newsletter/newsindex.htm> Note: Web links in past issues are not checked for currency and may no longer work.

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