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Mark your calendar

March 12, 2007

Ya Wanna Win?
Referendum Strategies Workshop
Albany, NY

March 13, 2007

NYLA Library Lobby Day

April 4, 2007

NYLA Institute
Wireless Internet for Your Library
Syracuse, NY

April 15-21, 2007

National Library Week



2007-08 Executive Budget Maintains \$20 Million Increase: First Step Towards Closing the Funding Gap for Libraries!

by Michael Borges

Governor Eliot Spitzer's first state Budget provides \$97.2 million in operating aid for libraries and library systems, which includes using the 2000 Census with hold-harmless to calculate Library Aid and \$3 million in supplemental aid to library systems received last year. In addition, the 2007-08 Executive Budget also continues the \$14 million in funding for library construction and renovation projects (although this funding is once again borrowed).

The 2007-08 Executive Budget also fully restored cuts to New York Public Library's CUNY Initiative and Science, Industry and Business Library and provided a twenty-five cent increase in Library Materials Aid for school libraries. Funding for Adult Literacy Education (ALE) programs provided by community organizations and libraries was increased by \$1 million to \$5.325 million. Governor Spitzer also included \$50 million for his proposed Universal Broadband Initiative which could potentially impact libraries.

The Governor has 21 days from the date he introduced the Executive Budget (January 31st) to make any changes or amendments. Meetings have been held and will continue to be scheduled with Executive Chamber staff and the Division of Budget to explain the library community's funding needs. The New York Library Association will also be testifying at the Joint Legislative Budget Hearings on Higher Education on February 8th and Elementary and Secondary Education on February 27th.

On January 25th in Albany, the New York Library Association held a press conference to unveil our 2007 State Budget Priorities and to announce once again the support of three major labor unions representing library workers – Civil Service Employees Association (CSEA), District Council 37 and New York State United Teachers (NYSUT)

NYLA's 2007 State Budget Priorities (which can be found on our website at

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INTERVIEW WITH NYLA MEMBER

Susan Kent

by Michael Borges

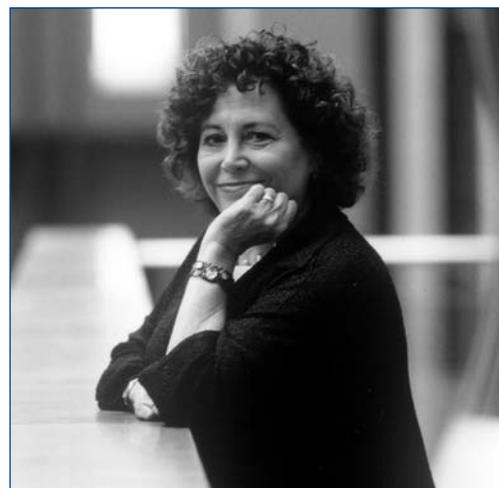
IN JANUARY, I INTERVIEWED SUSAN KENT, Director of Branch Libraries for the New York Public Library. Susan became Director and Chief Executive of the Branch Libraries in Fall 2004 after serving as City Librarian for the Los Angeles Public Library for almost ten years. In her position, she manages 87 branches with almost 2,000 employees in libraries serving the Bronx, Manhattan and Staten Island.

After graduating from SUNY Binghamton, Susan came to NYC to initially begin a career in publishing, but was dismayed by the tone of her interviews when she was asked how fast she could type. Her roommate from college was attending Pratt Institute to get her MLS and suggested Susan look into becoming a librarian. She enrolled at Columbia University at the same time she applied for and was hired as a trainee at the Grand Concourse Branch of the New York Public Library.

After graduating from Columbia, she worked for NYPL for another 3 ½ years, then Brooklyn Public Library and the Finkelstein Memorial Library in Rockland County. After jobs in and out of libraries in Tucson and Minneapolis, she became LA City Librarian in 1995.

Returning to New York was a real homecoming for Susan, the place where she was born and raised, where she still had family, where she started her career in libraries, and of course the opportunity to be part of efforts to make positive changes to one of the largest and most complex library organizations in the world.

“One of the major challenges facing NYPL is melding the branch libraries and research libraries into one seamless and efficient organization that can leverage the strengths of each in delivering the best library services to our very diverse patron population,” said Susan Kent. “NYPL is in the process of unifying the research and branch libraries automation systems and catalogs as well as offering one library card for patrons to use. The end result will be an organization that can better



serve our customers' needs," continued Susan.

Susan is also leading efforts to renovate children's reading rooms in 20 branch libraries to enhance NYPL's childhood literacy programs as well as focusing on fundraising efforts to help pay for these improvements.

In addition to challenges facing NYPL, I also asked her views on the challenges facing the library community as a whole. "Some of the challenges we are facing include how to utilize the latest technology to improve services to the public and responding to the competition that exists from search engines, bookstores and other choices that consumers have in where they access information," responded Susan. "We need to make accessing library services easier and more intuitive, and position ourselves to anticipate future needs," continued Susan.

She also commented that libraries need to do more to attract qualified and skilled staff to meet the needs of a more diverse patron population and rapid changes in library technology.

As always, I asked what role she believed NYLA should play in the library community. "The New York Library Association can be a key player in coordinating discussion and developing consensus in developing a future and broader vision for the library community that breaks down parochialism and barriers," concluded Ms. Kent.

Stories from the Stacks.....

STORIES FROM THE STACKS is a special feature of the Bulletin where we ask our members about the profession and library issues and print selected responses in the newsletter.

This issue's question is "What is your favorite blog or website?"

My favorite website to use in reference is the Librarian's Internet Index: www.lii.org. Organized by category and searchable by keyword it is a good place to identify web-sites, especially if you are unfamiliar with the subject being researched. My favorite website for squashing those emails that say stuff you just can't believe. Snopes (www.snopes.com) will tell you if the information is true (sometimes!) or not. And when my online catalog doesn't find a title that a patron "is sure" exists, I go to Amazon (www.amazon.com). Even if the title is fuzzy, Amazon will find it! Armed with the correct title and / or author, I can confidently search the catalog!

– Beth Leanza, Saratoga Springs Public Library

My favorite website is The Poetry Archive <http://www.poetryarchive.org/poetryarchive/home.do>. You can look up just about any poet by name, including one of my favorites Walter de la Mare; find poems by title, theme or form; watch interviews with famous poets; and best of all, you can listen to poets reading from their work. Robert Browning, Alan Ginsberg, Langston Hughes, Dylan Thomas, Alfred Tennyson - its amazing! There's a terrific children's section (be sure to scroll down each page), and ones for teachers and students, too.

– Rachel R. Baum, 2007 NYLA President

Favorite blog: The Annoyed Librarian annoyedlibrarian.blogspot.com. She expresses all the feelings I have on a bad day of work. She can get somewhat extreme at times, but it only adds to the charm.

Favorite website: www.pueblo.gsa.gov—Great hand-outs for patron problems and for computer classes. I always learn something from this site.

– Tracey Mantrone, Brooklyn Public Library

I always find myself looking for storytime ideas at thebestkidsbooksite.com. They have suggestions for crafts, fingerplays, and stories—plus, you can search by topic or just browse.

– Chrissie Morrison, East Greenbush Community Library

One website that has simplified my life AND allowed me to effectively help teachers and students is www.portaportal.com. This web-based bookmarking utility allows me to store links to websites in categories for easy access via the internet. Not only is easy to understand as the "creator," users find it makes things easier for them as well. Now, when I work on multiple computers, I can store all my preferred websites in one place for immediate or later use. For a look at one I have set up for my middle school library, go to portaportal.com and find "guest access." Use the guest name pinegrove (all one word) and gain easy access to some powerful middle school links.

– Sue Kowalski, Pine Grove Middle School Librarian

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Executive Director's Report

The New York Library Association begins the advocacy season from a very good starting point with the 2007-08 Executive Budget including all of the \$19.7 million added to the budget last year by the Legislature. NYLA will now be turning its advocacy efforts toward the Legislature to build upon the success achieved last year.

Membership continues to climb and this year NYLA will be launching several initiatives to increase membership through outreach to libraries to become organizational members, to lapsed members and to ALA members who do not belong to their state chapter.

Membership growth is key to the long-term viability of

the New York Library Association and its ability to successfully advocate for the library community. The more members NYLA has, the more resources we can devote to securing public support for libraries, the stronger and louder our voice will be in the halls of the state Capitol.

I am hopeful that with your help we can increase membership in NYLA by the end of this year to 3,700 members (an increase of 250 members). All it takes is for you to ask a colleague to join or for your library or system to become an organizational member.



Michael J. Borges

2007-08 Executive Budget continued from page 1

http://www.nyla.org/index.php?page_id=1260) include the following:

- \$27 million increase in operating aid to libraries and library systems
- \$14 million in continued funding for public library construction
- \$5 million for NOVEL
- Increase in Library Materials Aid from \$6 per pupil to \$15 per pupil

As a result of the Governor including all the extra funding we received last year, NYLA can now focus our advocacy efforts on obtaining additional increases in operating aid to libraries and library systems, funding for NOVEL and an increase in Library Materials Aid beyond the 25 cents proposed in the Executive Budget.

Our advocacy campaign theme for 2007 is "Close the Funding Gap," which highlights the fact that state aid for libraries did not keep up with inflation during eight years (1998-2006) of flat funding or budget cuts, nor did library aid increase to keep up with the growing demand for library services as evidenced by a 5 million increase in visits to libraries between 1998 and 2005 as well as a 30 million increase in NOVEL searches between 2001-2006. In order for libraries to continue to provide the essential services required by a growing and diverse patron base, we are asking the Legislature to continue to invest in our libraries and library systems.

NYLA's advocacy efforts this year will again utilize our Online Advocacy Center by which library advocates can fax prepared letters to the Governor and State Legislature in support of our 2007 Budget Priorities and through public awareness ads on radio stations throughout the state.

Library Lobby Day will be on March 13th and a schedule of events can be found on our website at www.nyla.org. The day begins once again with a Legislative Breakfast Reception from 8:30 to 9:30 a.m. in Meeting Room Six in the Empire State Plaza. NYLA will also be offering legislators the opportunity to have their photos taken for the READ posters to be used to promote the Statewide Summer Reading Program. Following the breakfast will be briefings on our 2007 State Budget Priorities and at 11:30 a.m. a Rally in the Well of the LOB for library advocates with speeches from library leaders and elected officials.

In addition, a free workshop for NYLA members on Winning Budget Referendums by Libby Post will be held on March 12th from 2-5 at the Clarion Hotel off Everett Road in Albany. Following the workshop, New Yorkers for Better Libraries will be having a dinner fundraiser for \$50 from 5-7 pm also at the Clarion Hotel. A special rate of \$85 is available for those staying overnight to attend the fundraiser and the Legislative Breakfast the next morning.

Planning Your Library Referendum

By Libby Post, President/CEO Communication Services, a NYLA Vendor Partner

Resistance from taxpayers. Reluctance from board members. It's no secret: waging a successful referendum campaign can be challenging for any library.

It doesn't have to be. As librarians and library administrators, you're used to planning. Well, campaigns are all about planning and executing a series of strategic tactics that put your message out front and persuade people to vote for the library.

The first step in any successful campaign is putting together a campaign plan—an actual written document—that outlines the strategy you are going to use. Among the areas you need to include and need to know about to wage a successful campaign are:

What your compelling message will be .

- Who and where the voters are.
- How you're going to convey your message.
- How you're going to track your supporters and get them out to vote.
- How you're going to pay for the campaign.

Developing a compelling message is key—if you can't bring the voters to your point of view, you won't be able to win. Try to develop a message that has an emotional pull—focus on children and families and how important libraries are to their growth and stability.

Your message has to be clear and concise. To quote James Carville, the architect of President Clinton's 1992 Presidential victory, "Keep It Simple Stupid." Don't burden your message with complicated reasoning. Hone your message down so that it clearly understood by everyone—from sophisticated voters to fifth grade library patrons. If your fifth graders can understand it and embrace it, the electorate will follow.

You may think you know who your voters are. Before making any assumptions, combine your local voter rolls (you can get a file from your county's board of elections) and merge/purge those rolls with your library card holder file. The folks who are patrons and prime voters (folks who vote on a consistent basis) are your primary target audience.

Logically speaking, these are the people who would vote for you—make sure you reach them early and often with your message. Make sure you follow up with them through phone banks and door-to-door canvassing to solidify their support. Make sure you track those people in a database so that you can turn them out on the day of your vote.

The people who are patrons but do not vote consistently are also your supporters and it is vital for you to communicate with them and encourage them to vote. For folks who

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The New York State Library and the New York Library Association have partnered together to provide online training covering a variety of library-related skills thanks to a grant from the Gates Foundation.

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Go to www.nyla.org

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See you at



Look for full details in the SLMSGram or go to the SLMS website: www.nyla.org/slms

Members on the Move



Stan Ransom, NYLA Past President, received an Award of Merit by the American Association for State and Local History for his “sustained effort in preserving the folk music of New York State.” Stan, a professional folk musician and story teller, has made ten recordings of New York State folk music.

Sheila B. Anderson has been appointed Director of the Seymour Public Library District in Auburn, NY. Previously she was the Director of the Dover Public Library in Delaware. Anderson has served as an ALA Councilor-at-Large and as a member of the YALSA Board of Directors. She is also a YALSA Serving the Underserved Trainer. Currently she serves on ALA’s Children’s Book Council Joint Committee.

Ruth Small, Director of the Center for Digital Literacy at Syracuse University’s School of Information Studies, organized the third annual Institute on Digital Empowerment. Focused on “Inquiry, Imagination, and Invention in the Digital Age,” the two-day institute brought together educators, researchers, parents, and children ages 8 to 14 to explore the creative process and its development using emerging digital technologies.

Patricia Uttaro, Director of the Ogden Farmers’ Library for 11 years, has accepted a new position as Assistant to the Director of the Monroe County Library System and Rochester Public Library.

Paul Morrell has been appointed the Adult Programming librarian at the Baldwinsville Public Library. Previously, he was the Director of the Lang Memorial Library in Cato, NY, the Fairmont Community Library and a key member of the Automation and Technical Services Team at Onondaga County Public Library.

Jeffrey M. Reynolds, a recent graduate of the Simmons College Library and Information Science Program, was recently

appointed Director of the Waterville Public Library. Reynolds brings a depth and breadth of experience, as well as a generous dose of enthusiasm. At one time, he worked for the Talking Books Publishing Company and Newstrack, Inc. where he facilitated a contract with the Library of Congress to produce recordings of best sellers and magazines for the blind and physically handicapped.

Ann-Marie Cicchinelli has just started her new Youth Services Librarian position at Bethlehem Public Library in Delmar, NY. Previously, she had been in Youth Services at the Wm. K. Sanford Town Library.

Jennifer Ries-Taggart has recently been appointed the Executive Director of the Brighton Memorial Library. She was formerly director of the Chili Public Library.

Elizabeth Ridler, current ALA Councilor-at-Large, is running for re-election for 2007-2010 term. Current RLSP President, she is the Manager of Library Services at the Brooklyn Public Library.

Kathleen S. Mannino has joined the faculty of the Mother Irene Gill Memorial Library at The College of New Rochelle. She is the Interlibrary Loan/Reference Librarian and Librarian Liaison for Electronic Reserves.

Ann G. Brouse retired on December 29, 2006, from the Steele Memorial Library in Elmira, NY. During more than 35 years as a librarian, she served as head of three different Chemung County branch libraries and several departments including Technical Services, Publicity and Public Relations, Youth Services and Reference and Adult Services. A long-time member of NYLA and several of its sections, Brouse served as president of the Youth Services Section in 2002. She contributed reviews of children’s books to School Library Journal for over 26 years and was the managing editor of the NYLA/YSS publica-

tion TALK IT UP!, a book discussion program for young people.

Amanda Latreille was recently appointed National Director of EqualAccess Libraries, a professional development program for public librarians sponsored by Libraries for the Future. In this role, Ms. Latreille will oversee EqualAccess in multiple states, as well as continue her work with the program in New York in partnership with the New York State Library.

Matthew Bollerman was recently appointed Director of the Westhampton Free Library. Previously, he served as the Director of the Brookhaven Free Library.

S. Rebecca Lubin joined the staff of Albany Public Library as the Branch Librarian at the Delaware Branch. Previously, Rebecca served as Director of the Rensselaerville Library.

Mary-Alice Lynch, has retired after serving as Executive Director of Nylink for more than ten years.

Kathleen Gundrum has been named Interim Executive Director of Nylink, a non-profit membership organization serving libraries and cultural heritage institutions in New York State and surrounding areas.

Robert McBrien has been named Associate Director, Collections and Services at The New York Public Library. He formerly served as Head of the Andrews Heiskell Braille and Talking Book Library. **Sharon Trodler** from the Dunham Library was awarded The Grow Your Own Scholarship from PLA to obtain a MLS degree.

The Oneida Public Library received Special Mention for Best Small Library of 2007 in Library Journal and the **Minoa Elementary School** won the 2007 Scholastic Library Publishing National Library Week Grant of \$5,000 for the best campaign to promote National Library Week.

Planning Your Library Referendum continued from page 5

are voters but not patrons, you need to reach out to them at least once via phone banking or door-to-door activity, to gauge their support. If someone doesn't vote and doesn't use the library, your time would be better spent shoring up your supporters and not trying to convince them.

Communicating with voters is done through a number of venues. It's no longer enough for a library to just take out an ad in the local paper and leave the rest to chance. In addition to those ads, you can contact your voters through direct mail, phone banks, door-to-door canvassing, and the web.

Winning on the day of the vote is all about turning out the folks who support you and not reminding the people who don't support you that there's a vote going on. Do not spend time trying to convince your opposition (typically anti-tax folks) that they are wrong. It's a waste of your time. Instead, reinforce your message with your base of support and try to persuade the undecideds.

The referendum campaigns that are the most successful are the ones in which the library reaches out, engages the community and turns its supporters out to vote. This piece gives you a brief overview of planning for a referendum campaign. For more detailed information, go to www.commservices.net and click on libraries. One of the downloads on the libraries page is a pdf file of a presentation given at the November 2006 NYLA Convention on Library Referendum Campaign Planning. Feel free to use it as a primary reference point for your campaign plan.

In 2006, Communication Services developed its innovative Library Campaign Institute for the members of the Mid-Hudson Library System. After working with MHLS's libraries, 28 out of 30 that waged campaigns won. In 2007, Communication Services has developed a program to assist libraries in running integrated capital and referendum campaigns. For more information, call Libby Post at 518/438-2826, or send an e-mail to lpost@commservices.net.



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Video Games: The Latest New-Patron Draw

by Mark Curiale

The director of the Guilderland Public Library was ready for the reporter's question. Barbara Nichols Randall wasn't sure how the question would be phrased, but she knew it would be something like:

"Aren't you afraid adding new console video games—such as Xbox, PlayStation 2, and Nintendo Wii—and will turn your library into an arcade?"

"No more than we morphed into a music store when we started to have 33 1/3 records back in the day," she replied.

Adding video games, or vinyl records, or any other new content or format inevitably brings up the question: Is this suitable for our library? The Guilderland Library Board of Trustees wrestled with the question a bit before authorizing the library to expand its current video game collection to include console games as well as to acquire equipment to permit video gaming at the library. Guilderland is the first in the Upper Hudson Library System to add these games to its collection.

"The hottest new library service for teens"

—VOYA, August 2006

Video games are currently one of the hottest trends in teen services. They're popping up in public and college libraries across the country because they are proving to be a successful way to increase teen patronage. The professional literature reflects this trend: *Voice of Youth Advocates* now has a monthly column devoted to video games in libraries, and accredited library journals now review them like books.

Some of the more popular objections to video games are that they're a waste of time, a distraction from homework, they're addictive, and they create "loners." Well, no more than say, Mister Rogers' Neighborhood was to a slightly

older generation. Time spent in front of screen learning about new concepts, characters, and cultures is not time wasted. Further, since the games involve active participation, they engage players in feedback loops Fred Rogers may well have envied. As to content, in *What Video Games Teach Us about Learning and Literacy* (2005), Professor James Paul Gee points out that:

... people playing video games are indeed ... learning 'content,' albeit usually not the passive content of school-based facts....The content of video games, when they are played actively and critically, is something like this: They situate meaning in a multimodal space through embodied experiences to solve problems and reflect on the intricacies of the design of imagined worlds and the design of both real and imagined social relationships and identities in the modern worlds. That's not all bad — and people get wildly entertained to boot.

A Demographic Mandate

In making his proposal to the Guilderland Board, Teen Services Librarian Trevor Oakley declared, "If we don't provide materials that people are interested in, then people stop using the library. We go away. All of us."

He did not cite a powerful fact: The gaming generation is some 90 million strong, up to the age of 35. A significant chunk of that is made up of teenagers, specifically boys, who seem to lose interest in libraries. Giving these teens a reason to come into the library to take out a game, and then see all the library offers, provides an opportunity to keep the relationship alive. Consider the effect the Baby Boomer generation had on society, and consider that the gaming generation is about 10 million people larger.

"The collection's half gone..."

Guilderland launched its console game collection on Friday, February 2. That afternoon, Trevor had a question from a visitor to the library:

"What do I need to do to get one of these games?"

"Oh, all you need is a library card," Trevor replied.

"How do I get one of those?" the patron asked.

"Just fill this out, and we'll get you a card," said Oakley handing over a Library Card Application Form. The patron walked away, pen in-hand, to fill out the card.

By noon Saturday, more than half of Guilderland's collection of video games had been borrowed.

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Evan St. Lifer, Vice President of Business Development

During my tenure as Editor-in-Chief of *School Library Journal*, I periodically waxed passionate about the importance of libraries embracing and utilizing research in a manner similar to the way the reading community does. I recall saying how important it was for the library community to learn from the reading community about the importance of documenting positive student outcomes. Research, I maintained, was part of the reading community's DNA, while libraries always fancied themselves as promoting "the love of reading."

After more than 18 months at Scholastic I now understand, unequivocally, that libraries can do both. And they must.

In the last few months I have come across several riveting pieces of research that support so many critical aspects of what libraries—all libraries—do. I'd like to share with you some of the highlights, and encourage you to use these meaningful references as a jumping-off point to pursue further findings, to gather this information and leverage it in a way that ties organically to your library program, activities, and mission.

First and foremost, the leading reading researchers often reference the importance of reading volume, citing methods that lend themselves to growth, as well as conditions that lead to atrophy. Nothing is more essential to reading volume than reading engagement and reading motivation, territory that any good librarian considers hers.

Here are 5 significant pieces of related research that most libraries, school and public, should be able to leverage. If you would like more detail on this research, feel free to contact NYLA's Michael Borges at director@nyla.org.

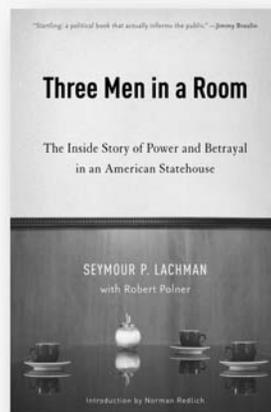
1. Reading volume impacts primary reading skills.

As early as third grade and continuing on to eighth grade, these researchers observed that reading volume had a positive contribution toward the development of the following children's reading skills: Decoding, spelling, fluency, reading comprehension, vocabulary, and general knowledge. (Cunningham, A.E. & Stanovich, K.E. (1992) *Tracking the unique effects of print exposure: Associations with vocabulary, general knowledge, and spelling. Journal of Educational Psychology*, 83, 2, 264-274).

continued on page 11

"New York has become an example of state politics at its worst. . . . A damning new book."
—*The Economist*

"A compelling and important book"
—Hugh L. Carey, governor of New York, 1975-83



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Jane Ross Moore
Paul Crumlish
Patricia Mautino
SLMS
Marie Barron
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Elizabeth Leanza
Mary Mazeau

Francis Mckenna
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Geraldine Stukes
Fay Taylor
William Weitzel
Mary Elizabeth Wendt
Marilyn Douglas
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Patricia Shanley
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Ken Fujiuchi
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Sonji Greenaway
Jean Haynes
Kimberly Hooper
Dann Kenefick
Mark Kimmel
Sharon Kinne
Elayne Leonelli
Regina Mascia
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Robert Renwick
Carolyn Reznick
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Carolyn Swafford
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Leveraging Research

continued from page 9

2. The empirical evidence on reading volume:

- Reading volume accounts for increased vocabulary development.
- Vocabulary is learned contextually through a gradual process of repeated exposures, due to reading volume starting at about the third grade.
- While general ability accounts for a substantial portion of variance on declarative knowledge, reading volume accounts for an additional 37% of the variance.
(Cunningham & Stanovich)

3. Reading yields dividends for all students, regardless of reading level.

“...all of our studies have demonstrated that reading yields significant dividends for everyone—not just for the ‘smart kids’ or the more able readers. Even the child with limited reading and comprehension skills will build vocabulary and cognitive structures through reading” (Cunningham & Stanovich, 1998; 2004).

4. Reading motivation tied to breadth and frequency.

Increases in literacy engagement were related to increases in intrinsic motivation in third and fifth graders. The researchers cited below found that increases in intrinsic motivation were related to breadth and frequency of reading (Guthrie, Wigfield, Metsala, & Cox, 1999; Guthrie et al, 1996).

5. Reading motivation partially linked to quality of books:

The most intrinsically motivated students read three times as many minutes per day as the least intrinsically motivated students. (Guthrie, Wigfield, Metsala, & Cox, 1999; Guthrie et al, 1996). According to Cal-Berkeley’s Anne Cunningham, part of that motivational formula is due to the quality of the books in a student’s life.

2006 SHUBERT LIBRARY Excellence Award Recipients

THE RECIPIENTS of the 2006 Joseph F. Shubert Library Excellence Award are the Southeastern New York Library Resources Council for the Hudson River Valley Heritage digital access server and Albany Public Library for its Big Purple Bus bookmobile.

The Shubert Library Excellence Award is given annually to recognize the achievements of small, medium and large libraries and library consortia in New York State. The Award honors libraries or library consortia that have taken significant steps within the past two years to improve the quality of library service to users.

The 2007 3 Apples Children’s Choice Book Award goes to . . .

CHARLOTTE’S WEB

by E. B. White and illustrated by Garth Williams
(HarperCollins)

Thank you to the librarians who promoted this award and to the students who voted and participated in the awards process through their school and public libraries.

Nominations for the next Children’s Choice Award and the NEW Teen Choice Award begin on March 1, 2007.

For more information visit our website:
www.3applesbookaward.org

The 3 Apples Book Award Committee
Dawn Pressimone, SLMS Co-Chair &
Zahra M. Baird, YSS Co-Chair

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and the Youth Services Section of the
New York Library Association

NEW TAX-EXEMPT FILING REQUIREMENT

SMALL TAX-EXEMPT organizations who currently do not have to file Form 990—Return of Organization Exempt From Income Tax—will now be required to file an “annual notice” that provides basic contact and financial information. This requirement goes into effect for fiscal years beginning after 2006; it is part of the Pension Protection Act of 2006.

Local friends organizations and library foundations must take note. Prior to this new regulation, tax-exempt organizations were not required to file Form 990 as long as gross receipts were less than \$25,000 in a fiscal year. As of this writing, the IRS has not yet published a copy of the new filing form.

Failure to meet this requirement three years in a row will result in revocation of tax-exempt status. While there are no monetary penalties for failing to file, the loss of tax-exempt status can have serious consequences for the affected organization.

NYLA Welcomes New Members

Below are listed new members and organizations who have joined NYLA in the period from July 1 through December 31, 2006

ASLS	Tienn Wine	Michelle Samuel	Jessica Burgoyne	Angelique Simmons
Leala Abbott	Jill Wolf	Anita Sanchez	Nanette Burt	Kluane Snyder
Helen Adsit	Jill Youngs	Janis Schoen	Carol Byrne	Kate Sprague-Hicks
Amanda Bauer		Jennifer Schwekendiek	Jessamyn Cantrell	Beth St. John
Lesley Belge	PLS	Renee Scott	Sarah Casey	Beth Steinbruckner
John Bunkley	Karen Achilles	Christine Shaughnessy	Sarah Chauncey	Tara Thibault-Edmonds
Christina Camarda	Albert Ahlstrom	Ira Simon	Karen Cissel	Judith Van Alstyne
David Conners	Sheila Anderson	John Smith	Linda Cruttenden	Stephanie Weaver
Michael Daniels	Susan Bell	Frank Somers	Elizabeth Cuddy	Stacey Wicksall
Betty Ann Derbentli	Nicholas Boccio	Angela Sorensen	Celeste D'Amico	Linda Williams-Bowie
Kate Economou	Janelle Briggs	Janet Steiniger	Yvonne Derr	Karen Woodhouse
Valerie Feinman	Lucinda Buckley	Kristen Stroh	Mary Jane Detwiler	Michell Wright Jump
Eileen Fraas	Andrea Byrne	Julie Tozer	Michael Dodes	Henry Zucker
Sue Grayson	Paula Cea	Deborah Trickey	Jennifer Dralle-Moreano	
Barbara Greenberg	Jeremy Czerw	Nicole Turzillo	Rebecca Dullea	SMART
Martin Hirschhorn	Jill Davis	Kenneth Vey	Donna Eager	Jodi Accumanno
Caitlin Johnson	Delys Dezwaan	Judith Warren	Joan Fischer	Alistar Baker
Mary Mack	Kathleen Earle	Mary Weeks	Christine Gibson	Deborah Bendig
Jacqueline Marks	Xibelualka Escalante	Gillian Weisen	Nancy Gordon	Pik Yin Cheung
Lynne Matott	Allison Escoto	Nancy Weiss	Richard Gridley	Marzena Ermler
Claudia McGivney	Jennifer Estep	Jessica Wolff	Christine Hatami	Roma Matott
Patrick McGuire	Lauraine Farr-Kindler	Michael Zevin	Lorelei Hauptmann	Deidra McNish
Sarah Moon	Natalie Forrest		Kristy Hofstead	Alexis Mokler
Olivia Nellums	Nicholas Franklin	RASS	Kimberly Hooper	Stanimir Nenov
Frank Ogbonna	Eva Suzanne Fuqua	Katherine Barnitz	Bridgette Hughes	Robert Santimauro
Philip Papas	Maureen Garvey	Magdalene Chan	Stefanie Hughes	
Amy Pass	Jennifer Gellmann	Frank Connelly	Jane Janis	YSS
Kumiko Reichert	Vincent Gentile	Shirley Cortelyou	Mary Josenhans	Angela Antzak
Courtney Robinson	Thomas Gorman	Robin Diffendale	Dann Kenefick	Beverly Arlequeeuw
William Rozell	Lindsay Grattan	Jay Filan	Sharon Kinne	Bobbi Benigno
Christine Rudecuff	Melissa Haselton	Louise Fossa	Pauline Kola	Susan Benson
Robert Sepersky	Nathaniel Hill	Johanna Fu	Kristy Lee	Andrew Bollerman
Jessica Shapiro	Kathleen Hughes	Jill Goldman	Brian Lewis	Michael Brice
Gina Toell	Mahendra Indarjit	Lisa Gulino	Silvia Lloyd	Elizabeth Call
Patrick Trickle	Jessica Jansen	Ann Gunning	Nadine Lont	Huiyuan Chen
Girija Veeranna	Debra Kamecke	Cecile Hastie	Marcie Mann	Chris Coleman
	Renee Kendrot	Bonnie Hodes	Julie Matz	Maureen Connelly
LAMS	Robin Kessler	Lianna Kelly	Susan McHugh	Christine Corter
Carolyn Anderson	Karen Keys	Heather Larrow	Maureen McNaboe	Lauren Cully
Carol Arnold-Hamilton	Mark Kimmel	Dana Longley	Valerie Miller	Kelly Deltoro-White
Greta Boeringer	John Leighton	Anthony Loum	Deborah Morris	Rachel Dilbert
Ruby Boykins	Stefanie Lesser	Maxine Marks	Maria Muhlbauer	Rebecca Gilbert
Susan Currie	Brian Levine	Kristin McDonough	Judy Murphy	Carol Goldman
Tara D'Amato	Ju-hwa Lin	Marie Monteagudo	Steven Nabinger	Megan Honig
Rosemary Del Vecchio	Susan McHugh	Brandi Porter	Rosemarie Novembrini	Barbara Jacobini
Linda Dieterich	Amy McLaughlin	Sharon Pullen	Annelisa O'Hara	Tambe-Tysha John
Maryruth Glogowski	Ariel McNaney	Tracy Ristau	Mary Jo Osinski	Cheryl Kallberg
Nicole Headley	Amy Menon	Frances Rogan-Alcock	Mary Beth Poupart	Melanie Kimball
Penelope Klein	Paul Morrell	Bibi Shakoor	Debra Randorf	Mary Kreuzscher
Rodney Marve	Lisa Morris	Lily Shung	Kenneth Riccardi	Denise Liggio
Karen Oh	Paule Ortogosa	Valerie Silva	Donn Rigggi	Laura Ann Lutz
Patricia Perito	Lucas Petruzzini	Sara Tabaei	Marge Rizzo	Rebecca Mannion
Cristina Pope	Margaret Phelan		Terri Rosen	Jennifer Marino
Peter Rentz	Christopher Platt	SLMS	Beth Roy	Jacqueline Mascia
Carlos Rodriguez	Evelyn Pusinelli	Cinda Alteri	Sally Rozniak	Towanda Mathurin
Kathy Rose	Kathleen Ray	Laureen Andria	Marsha Russell	Michelle McManus
Ronald Simon	A Reade	Julie Bailey	Mary Scaia	Ellen McTye
Bruce Thompson	David Roycroft	Barbara Barthelmes	Dawn Sedorus	Barbara Moon
Kristen White	Wayne Roylance	Debra Becker	Candice Sheerer	Christina Morrison

Wendy Rathjens	Natasha Cooper	Ann-Marie Henry-Stephens	Paula Moskowitz	Erin Stebbins
Danielle Shapiro	Elizabeth Copeland	Nicole Hershberger	Laurie Murphy	Jessica Stockton
Amy Simon-Cassetta	Kathryn Corcoran	Diane Hewitt	Rasheedah Najieb	Ann Sullivan
Ellen Smith	Emily Cornell	Nicholas Higgins	Laura Naumovitz	Holly Summers
Emily Smith	Ellen Corvino	Lena Hilliard	Rebecca Noble	Swets Information Services, B.V.
Brian D. Story	Michelle Costello	Betsy Hoffman	David Nochimson	H. Sysak
Tanya Thompson	Monica Crandall	Candace Hope	Jennifer Noonan	Ben Talbot
Claire Michelle Viola	Fiona Creed	Lydia Hoshovskiy	Margo Note	Teresa Tartaglione
Tina Wilfeard	Elisa Cruz	Qing Huang Terra	Kathleen O'Brien	Gabriel Taussig
<u>NO PRIMARY SECTION</u>	Meghan Curran	Stephanie Hughes	Thomas O'Connor	John Taylor
Eleanor Adams	Mary Danko	Michelle Huss	John O'Hare	Suzanne Tecza
Irene Adams	Melissa Danko	Julia Iannello	Melissa O'Sullivan	Elizabeth Teegarden
Maureen Ahearn	Heather Davidson	Melissa Iannetta	Annesley Oszust	Bruce Tehan
Carol Ahrens	Joanne Davis	Catherine Inniss	Lois Overton	Elena Tesoriero
Martha W. Andrew	Brian Debus	Andrea Jarrett	Courtney Paddick	Deborah Thompson
Amanda Angevine	Stacey DeCaro	Cleo Jarvis	Natalie Panshin	Emily Thompson
Minerva Aponte	Carmen DelValle	Kelly Jeffloat	Andrew Pasterfield	Kerrhan Thompson
Jane Appiah Okyere	Margaret Dempsey	Susan Jett	Yvonne Perez	Katherine Thurston
Stefanie Arck	Barry Derr	Faith Johnson	Amanda Peters	Mary Toates
Philip Bahr	Angela DeSilva	Suzanne Johnson-Robinson	Michelle Petrie	Rachel Tsvitis
Patricia Bailey-Hollon	Michele DiGregorio-Mercado	Anne Jones	Heidi Pettitt	Kari Tucker
Laura Baluta	Jayne Dominicos	Lisa Kaley-Heyn	Kathryn Pierce	Theresa Tulloch
Roseann Bayer	Christine Dorio	Maya Kanzaria	Latonya Pogue	Mary Suzanne Turner
Jill Beckwith	Nanette Dougherty	Susan Kaufman	Jonathan Porschet	Katie Ventura
Kristine Bennett	Denise Dreany	E Kerr	Libby Post	Kevin Verbesev
Nora Berlin	Cynthia Durbin	Joanne Khoury	Carol Prima	Sarah Vickery
Deborah Bernnard	Justina Elmore	Amy King	Nasrin Rahman	Nancy Vido
Donna Berry	Kimberly Ewart	Sara Kipp	Lisa Rappaport	Jenny Virgoppia
Alison Bersani	Tessa Fallon	Kathleen Klyne	Logan Rath	Mathew Vitale
Mark Bialkowski	Catherine Ferguson	Shaundel Kum-Lewis	Laura Reed	Jonathan Reinstein
Jennifer Bibbens	Jen Ferguson	Kathleen La Bella	Jonathan Reinstein	Linda Rennie
Denise Bieniek	Jordan Fields	Beatrice Laga	Cathy Revellese	Stephanie Reynolds
Kelly Bittner	Kathleen Fleischmann	Steven Lai	Jodi Rice	Arlene Richardson-Buddy
Jennifer Bloustine	Nathan Flinchum	Eileen Lang	Christine Rolling	Angel Roman
Colleen Bocka	Audrey Fraenkel	Andres LaSalle	Libbhy Romero	Rachel Rosenstein
Jennifer Bollerman	Abby Frank	Erica Laurenzano	Aviva Rosensweig	Jessica Ross
Scott Borowick	Kristy Fumante	Hyoung Bae Lee	Janet Rossman	Indra Sarkar
Andrea Borrelli	Margaret Gaffey	Sue Lefebvre	Susan Savage	Jacob Sayward
Emerenciana Bravo	Carol Gaughran	Renate Levy	Kristen Schmidt	Elyse Schreiber
Eileen Brenner	Susan Gerloven	Marjorie Liang	Renee Scott	Cheryl Seymour
Judy Brink-Drescher	Dawn Geurds	Linda Lipkis	Alicia Sherman	Joseph Sherrill
Jennifer Bromley	Melissa Gleason	Samuel Liston	Joseph Sherrill	Donald Sigwalt
Mary Brown	Nancy Goldblatt	Alan Lodge	Schantel Singleton	Khalsa Siridatar
Robert Brown	Alvaro Gonzalez-Lazo	Cynthia Lully	Alison Smith	Carissa Smith
Daniel Buchanan	Linda Gorney	William Lundmark Jr.	Ted Sprinkmann	Erica St. Peter
Joseph Burke	Margaret Goulet	Daniel Lynch		
Mary Bush	Eli Guinnee	Wayne Mareci		
Dawn Cadogan	Gina Halkias-Seugling	Rosemarie Martens		
Dara Cain	Ellen Halliday	Charlene Martin		
Joanne Canales	Howard Hamme	Lynne Marus		
Jessica Champion	Jennifer Hammond	Christine McDermott		
Lisa Chow	Barbara Hartman	Heather McIntosh		
Karin Christensen	Elizabeth Hartnett	James Melody		
Elaine Clark	Sharon Hawkes	Chris Metzger		
Eva Class	Christine Hayes	Holly Miller		
Quincy Collins	Kimberly Hazen	Jan Miller		
Tara Collins	Anna Helgeson	Isobel Moody		
Christopher Cooper	Cathleen Hendrick	Monica Moore		
	Janine Henry	Margaret Morris		

From the President... Location! Location! Location! continued from page 16

the trade show – if our conference is held when classes are not in session. In any case, no single hotel in the area could accommodate our usual number of conference attendees; therefore, every conference event would require busing. Traffic would be a major factor.

The Huntington Town House lacks the security needed for a multi-day trade show, and there are no hotels within walking distance.

New York City is currently experiencing a 95% hotel occupancy rate, which is probably why no venue in Manhattan responded to NYLA's RFP.

Westchester County Center in White Plains could only accommodate our trade show on two floors (unacceptable to most vendors), and there is only one hotel, which is not within walking distance from the Center. Shuttle buses from hotels in Tarrytown or Rye Brook would be required. Traffic would again be a factor.

Questions also seem to come up about Buffalo (why do we go there every other year?) and Saratoga Springs (why

don't we go there every year?). Here is a list of the cities that have facilities large enough for our conference, with a note or two about them:

Albany – This will be a viable location for us once the new Convention Center is complete. The Empire State Plaza is not adequate for our needs.

Buffalo – With direct service by Jet Blue from JFK to Buffalo, it's relatively inexpensive and easy for downstate members to attend conferences here. The Buffalo Conference Center and nearby hotels meet all of NYLA's requirements.

Lake Placid – Although the location can accommodate us, most NYLA members found it too difficult to travel there.

Niagara Falls – The 2009 annual conference will be held there. There is a new state-of-the-art Convention Center, the hotels have recently been renovated, and the downtown area is being revitalized.

Rochester – Site of the 2004 conference. It is possible that we will hold another conference there since the facilities meet our needs, although rental of the Rochester Riverside Convention Center is very expensive.

Saratoga Springs – This location seems to be universally well-regarded for its charm, ease of access, good restaurants and shopping. Costs continue to rise there – the Saratoga Hotel and Conference Center charges us over \$10,000 for trade show carpeting alone – and the venue itself is actually too small for our size. In 2006, we lost at least \$8,000 because there was not enough space for the number of vendors who wanted booths.

Syracuse – The OnCenter Complex is great, but there is no downtown hotel. The new OnCenter Hotel project has not yet broken ground.

As you can see, it's not for lack of interest or trying that our annual conference seems to go back and forth between just two locations. New facilities always seem to be in the works though, so if you know of a downstate venue that bears investigating as a potential location for NYLA conference, please tell us!

For a copy of the RFP that NYLA uses to solicit conference site proposals, or a copy of the NYLA Site Selection Task Force report, contact Jeremy Johannesen at events@nyla.org.

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Building a Library Out of Letters

By Mark Curiale

“NOTHING IS AS IMPORTANT TO ME AS THIS LIBRARY.” This was an elementary school principal talking, not a librarian. And she was referring to a now-empty room, one that had been a library but that space constraints had turned into classroom space. There is little money to recreate her school’s library, so the principal of Public School 41 in The Bronx, Erika Tobia, launched a student letter-writing campaign last fall.

“We needed to make noise to get money for the library. And we’re teaching the students about good citizenship,” she explained.

The campaign has certainly raised awareness of PS 41’s plight. The students wrote to governmental representatives and business leaders, and received varying responses to their letters. City Councilman Larry Seabrook visited the school after receiving the students’ pleas, and said he was “astounded” that there was no library. He has made it a top priority to get city funding for the library this year.

The first letter-writing campaign also brought replies from State Senator Jeff Klein and Bronx Borough President Adolfo Carrion, the recipient of 200 letters. It even caught the attention of the *New York Daily News*, which ran a feature article about the school and its campaign – Acts of Civil Obedience – last November.

Hearst Publishing responded by donating \$2,000 towards the library. Combined with the city’s \$11,000 annual grant to the school’s library and \$30,730 in state funds, it still leaves the school well short of the \$200,000 Ms. Tobia anticipates the library will cost.

“In fact, I actually have only \$2,500 on hand,” she recently said.

To boost response, the students wrote a second flurry of

letters. This latter mailing brought an answer from Senator Hillary Rodham Clinton, who is working to secure \$30,000 in funding from the Children for Children campaign. The students are hoping Senator Clinton will come and visit; they want to show her how important the library is to them.

“This is my number one priority,” said Ms. Tobia. “Kids need books. Yes, they have very small collections in their classrooms, but those are insufficient. We need a library.” To complement the students’ efforts, Ms. Tobia has taken on a new writing assignment of her own: grant proposals.

Ms. Tobia has roots in PS 41. After teaching there for 13 years, she left to become an assistant principal at another school. She returned to PS 41 as principal in 2006, and was astonished to learn the library had been turned into classroom space.

“There had been a real crunch for space, but since I’ve come on board we’ve moved things around a bit. And cleared the library space. Now we just need to restore the library itself. We need books, computers, desks, *shelves*.”

Her goal is to give her students a state-of-the-art library with all-new books, laptops, smart boards, workstations, and a place to just sit down and read.

The nearest public library is a mile away, a considerable distance for young elementary school students. That’s another reason this school library is so important.

“A school without a library; it’s just...” Ms. Tobia’s voice trailed off, leaving the thought to complete itself.

If you want more information about this effort, please contact Public School 41. It’s located at 3352 Olinville Avenue, The Bronx, New York 10467. The phone number is 718-652-3461.

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From the President... Location! Location! Location!

I hear it from Committee members, Section leaders, affiliate organizations, and not surprisingly, loud and clear from nearly everyone I met during my recent tour of Long Island libraries – why doesn't NYLA hold its annual conference downstate?

It makes sense. There are so many NYLA members, and non-members, in Manhattan and the Boroughs, and in Westchester, Nassau and Suffolk counties. Why must they travel, year after year, to Saratoga Springs or Buffalo? It's only fair that those of us upstate do our fair share of traveling, too.

Over the years, many people have asked the question so many that, in late 2000, NYLA appointed a Site Selection Task Force specifically to find us a place to hold conferences downstate between 2003 and 2006. Fittingly, all of the Task Force members were downstaters – Diane Courtney (Larchmont), Pat Hollander (Queens), Susan Raboy (Brooklyn) and Robert Scherer (LILRC).

First, some background information on NYLA's requirements for a conference. The size of our organization and especially, the vendor trade show that is such a major source of income for us, dictates that we have to do the following:

- Select conference sites 3 to 5 years in advance;
- Provide affordable food, lodging, on-site transportation for 1,500 people;
- Ensure easy accessibility (time and cost of getting there);

- Incur reasonable costs (determined by location, hotel, food service, discounts);
- Have enough meeting rooms of the right size;
- Make certain that food events can accommodate 300-400 people;
- Have a one-level trade show floor of 40,000 ft² minimum (60,000 ft² preferred).

There are, of course, intangible factors that make conferences enjoyable and successful, such as meeting rooms that are well-ventilated and quiet, proximity of fun and exciting things to do in the area, and safety and security for conference attendees.

According to their report, the Task Force examined a variety of downstate locations, both traditional (conference centers) and non-traditional (such as ski lodges, monasteries, moored ships, and colleges). Unfortunately, when confronted with NYLA's requirements as noted above, they found that very few sites were adequate. Of the few downstate locations they determined met some of our needs, here is what they found:

The Suffolk County Community College Multi-Purpose Health Technology Facility would be fine for programs and



Rachel Baum

continued on page 14

The New York Library Association
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Periodicals