

Florida Libraries



THE OFFICIAL JOURNAL OF THE FLORIDA LIBRARY ASSOCIATION

Volume 47, No.2

Fall 2004



Library Outreach

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Volume 47, Number 2

Florida Libraries is published twice a year for the members of the Florida Library Association. It is indexed in *Library Literature*, *Wilson OmniFile*, and *EBSCO Academic Search Premier*. Articles in the fall issue of each year are refereed.

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ISBN 0046-4147

Member, Florida Magazine Association

Send articles for *Florida Libraries* to Editor Gloria Colvin, Strozier Library, Florida State University, 105 Dogwood Way, Tallahassee, FL 32306; gpcolvin@yahoo.com by January 7 for Spring issue; July 15 for Fall issue.

Editor's Note

Libraries of all types throughout Florida are engaged in outreach efforts that attempt to take information, materials, services, or programs out into their communities. The programs featured in this issue demonstrate a wide variety of outreach efforts: public libraries creating new programs for underserved segments of their communities; an academic library sharing campus resources with the larger community; library supporters and the library community supporting rural libraries and service men and women stationed in war-torn Iraq.

As this issue goes to press, FLA is undertaking its own outreach effort to assist Florida libraries and library staff adversely affected by the hurricanes that have devastated sections of the state in recent months. Information on the Hurricane Relief Fund is found on p. 22. You're invited to become part of this outreach effort.

— Gloria Colvin

Cover photo from Lee County Reading Festival

Greetings colleagues!



It is a great pleasure for me to be with you as FLA president. My priorities for the year are extensive, but with the hard work of our volunteers I am hopeful we will all be successful in designing new activities and enhancing old ones. I want you to know that the FLA Board and your committees are working hard for us already this year.

The Membership, Leadership Development, Citations & Awards, Conference Planning, Scholarships, and Minority Recruitment Committees, as well as the New Members Round Table, are working individually and collectively to make major strides on new membership activities, establish new awards and recognitions, jumpstart new members, and expand the diversity of our committees, both ethnically and geographically.

FLA Archives

The newly established FLA Archives Committee, under the leadership of chair and FLA Historian, Bernadette Storck, is working weekly at the USF Tampa Library to organize the important documents of the Association. A deep debt of gratitude needs to go to these folks who will be preserving our history.

Legislative Advocacy Plans

The Legislative Committee started out with a bang this year under the leadership of chair Susan Dillinger, the guidance of past-chair Ann Williams, and the assistance of vice-chair Charlie Parker. With the leadership and foresight of the Committee and our legislative liaison, Jody Fitzgerald, and with the strength of the FLA Board to move quickly and decisively, we have a public relations firm on board with us much earlier this year to unveil the FLA blueprint for an extraordinarily planned legislative year. We are seeking year-round advocacy and enhanced fund raising and will be considering changes in the state structure coupled with our association needs. This will be a transition year for FLA in our relationship with state agencies.

Intellectual Freedom

The Intellectual Freedom Committee (IFC) is undergoing a major revitalization

under the leadership of Sam Morrison and Larry Miller. Judith Krug, ALA Intellectual Freedom Officer, has been invited to Florida to present one-day workshops in Tampa and Ft. Lauderdale. Watch for more IFC activity as the year goes by.

Organizational Priorities

In our effort to have a responsive organizational structure, the Board, with the aid of the FLA Planning Committee led by Suzi Holler, is considering the concept of an executive director. John Szabo (Past President), Nancy Pike (President-elect), and I have initiated discussions (or will) this year with FAME, the Multi-type Library Cooperatives, and other organizations to see what kind of partnerships might be conducive to our collective businesses. In order to position ourselves to respond quickly to Association needs in an electronic age, the Board is considering a formal process for electronic discussion and voting.

2005 Annual Conference

And the Conference – well, it is going to be great! Downtown Jacksonville will be THE place to be in April 2005 – so please mark your calendars for April 11th through the 14th. The conference hotel, adjacent to Jacksonville Landing, is beautiful and quite a destination. The river, the lights, the shops, the food – oh, that is just “lagniappe,” as we say in Louisiana! The programs are being planned and developed as we speak. This year’s theme of Common Threads: Libraries, Museums, Archives, Internet will strive to open doors for new communication on topics of partnerships. We are planning to have excellent programs, speakers, authors, and a full complement of vendor participation. Shannon Bennett-Manross and the Conference Planning Committee are finalizing the programs and speakers and will be tickling your curiosity throughout the coming year with our conference logo and Web site. Tricia Egert and the Local Arrangements Committee are planning

special events at some of the most beautiful venues you can possibly imagine.

Thanks to each of you as continued supporters of our most important association. FLA is here to provide you, its membership, with leadership, continuing education, networking, and advocacy opportunities. Thank you for being a member of FLA through good times and hard times. It is only with your belief in the good that will come from our sticking together that we will remain strong. On behalf of the FLA Board, we appreciate each and every one of you!

Muchas gracias!

Derrie

Meet Derrie Perez, FLA President

Current position

Dean, USF Library System

Former Jobs

Assistant Professor, USF School of Library & Information Science
Associate VP for Learning Resources, Hillsborough Community College
Director of Technical Services, Pensacola Junior College

Favorite book or author

Zen and the Art of Motorcycle Maintenance

Journal of a Solitude by May Sarton
Border Trilogy by Cormac McCarthy

Current reads

New Mexico Trilogy by Rick Collignon
Kingdom of the Golden Dragon by Isabel Allende

Hobbies/Interests

Reading, what else!
Movies, theatre, beading, walking, traveling

Trip You'd Like to Take

To see the Northern Lights

Person You'd Most Like to Meet

May Sarton

Favorite Theatre

“Les Miserables”

Hialeah Public e-Libraries Deliver Services to Underserved Neighborhoods

By José Aranda and Elizabeth Miró

In a recent article published in *Public Libraries*, author A. P. Wilson wrote that in order for libraries to continue to offer outstanding customer service in spite of decreased staff and fewer resources, “building sound technological infrastructure of customer-oriented services helps to level the playing field.”¹ Hialeah Public Libraries has brought this idea to fruition by building three e-Libraries in three years (2001-2003) as a way to increase outreach services to communities defined by low income, transportation constraints, and the “Digital Divide.”

Hialeah e-Libraries are small branches connected to police substations. Their major attractions are their prime location, easy accessibility, and computers with Internet. They serve well in their capacity as library branches because they have many of the same public services a normal branch would have, such as reference and circulating collections, daily book deliveries, newspapers, magazines, and the immediate ability to place reserves, request interlibrary loans, and have access to librarians.

For Hialeah’s community, the e-Libraries have proven to be a successful venture. The facilities are heavily used by a diverse group of residents: young and old alike have taken advantage of Internet access, computer classes, and other technological amenities the sites provide. In a city where more than 90 percent of the population is Hispanic and 34.6 percent is below the poverty level,² computer access and free Internet are seen as some of the most important benefits public libraries offer.³ The innovative facilities share space with police substations and are adjacent to neighborhood parks. In addition, their centralized locations make them highly accessible for residents limited by transportation barriers.

Earlier Models

The Tampa-Hillsborough County Public Library was one of the first library systems to open e-Libraries in remote, isolated areas around the county. The e-Libraries

are located inside recreation centers and are not staffed by library personnel. “It’s a way to have a library presence,” says Marcee Challener, Manager of Materials and Circulation Services for the library system. “We are their Internet provider.” At the e-Library, residents are able to place holds, pick up materials sent from other libraries, and just drop them back off. This was not the first time that city libraries and recreation centers have shared facilities, though. In 1983, neighborhoods in Philadelphia enjoyed such partnerships, patterned after churches that served as hubs for many different kinds of neighborhood activities.⁴

e-Profile

Hialeah Public Libraries modified this concept for a more densely populated urban center. “There are at least three profiles in which an e-Library concept might work well towards expanding existing services,” says Marla Alpizar, Director of Hialeah Public Libraries.

They are: 1) for rural populations, where distance from centralized libraries is a tremendous issue for patrons, such as in the case of Tampa; 2) for small, branch systems that desperately need a low-cost way of opening another service point, and 3) for areas with a population explosion, such as Hialeah in western Miami-Dade County. In a city with a population of over 225,000, each neighborhood wants its own library and if funding or space isn’t immediately available, it has been our experience that the e-Library concept creates an immediate sense of ownership with an increase in service overall.

The Hialeah e-Libraries are each around two to five miles away from the main branch, the John F. Kennedy Library. They are located in the most densely populated areas

of the city, providing patrons with access to and ownership of a library in their own neighborhoods. For residents constrained by transportation barriers, the Hialeah e-Libraries are an instant panacea: providing services, books, and connectivity to the digital world within walking distance.

The success of the program is echoed by patrons’ comments in a recent survey. When asked what they liked about the e-Libraries, one patron commented, “Providing users with Internet - In today’s world, e-mail is the principal source of communication and I’m fortunate to have the opportunity to access my own e-mail daily.” Another remarked, “What I like about the e-Libraries is precisely that they are ‘electronic,’ made up of computers. They are advanced in meeting the demands of today’s digital world which requires [technological] knowledge and speed.” Still another conveyed the convenience the facility offers to those limited by transportation: “I like the fact that it’s close to my house.”

E-Libraries may provide a “temporary solution” in an area where no full-service branch exists and may plant the necessary seeds for the establishment of a branch by offering personalized service, creating a patronage, and building a presence. The e-Libraries are less expensive to build and operate than traditional full-service branches. The Hialeah e-Libraries have all been supported with the help of Library Services and Technology Act (LSTA) grant funds and local city tax dollars. If building a new



The location of Hialeah’s e-Libraries in police substations has strengthened relations between the police and the communities.

**“The e-Library
concept has . . .
delivered essential
library services
into people’s
neighborhoods.”**

site for an e-Library is beyond a potential library’s budget, targeting existing buildings can be a solution. Hialeah Public Libraries’ spurt in growth is credited with having two of their three e-Libraries in existing city buildings. The average investment for initial set up and operation of an e-Library averages \$270,000 (this includes capital expenses such as equipment, software, book collection, and network), with an annual maintenance cost of \$53,000 (two staff salaries and operating costs). In a sum, it is a small price to pay for the priceless service they offer.

Multi-use Facilities

Sharing space with the police department has helped make Hialeah e-Libraries more than homework centers or computer labs. It becomes a more effective community complex, increasing public services and ameliorating



The e-Libraries provide convenient Internet and computer access to neighborhoods without full-service branch libraries.

relations with police. The presence of police officers in the facility has contributed to fostering a safe and encouraging environment. Consequently, the community has shown an eagerness to work closely with the police to help find ways to decrease crime and improve the quality of life in Hialeah.

These multi-use facilities provide a number of services. Computers with Internet connectivity support the latest versions of English and Spanish language reference, office, educational, and literacy software. In addition, the computers provide access to over 27,000 e-books and access to

the library system’s online catalog. Direct connections to reference librarians via telephone or through the state’s new virtual reference portal, Askalibrarian.org, are also available. The e-Libraries are equipped with an extensive English/Spanish reference collection, and a rotating book collection that changes on a quarterly basis to provide patrons with new materials. Daily book delivery, interlibrary loans, reserves and purchase requests, children’s story time and other programming, color printing, fax, copier, scanning services, and bus passes are other services the Hialeah e-Libraries provide. In addition, these facilities serve as information centers to publicize events, programs, or services offered by the main library, such as Friends of the Library, literacy, and reader’s advisory programs. Each e-Library is staffed by two paraprofessionals and is open thirty hours per week, including afternoons, nights, and Saturdays, ensuring wider access for the community.

Improving the Community

This introduction of technology by the Hialeah e-Libraries has had a significant impact on the city’s residents. In *Making Libraries Mobile: Innovative Means to Give Information Services Greater Reach*, author J. D. Maxwell writes that “by bringing information services, educational opportunities, and access to technology tools (i.e. the Internet) into the community, these members of society have the chance to improve their condition and that of their children.”⁵ For example, the unemployed appear to use the Internet at public libraries more so than those with jobs⁶ and public libraries

are credited with bridging the digital divide⁷. These state-of-the-art facilities have increased digital opportunities for children and families, while meeting the information and instructional needs of the community. Residents, who previously did not have access to computers, now learn the technical skills necessary to reap the educational, social, and economic benefits the electronic world offers. For instance, adult immigrants (who constitute the majority of Hialeah’s population) often research for information on how to adapt to the U.S. and acquire citizenship, learn English, prepare for and master the GED, as well as explore career opportunities.

In addition to computer access, the Hialeah e-Libraries serve as learning centers. During the hours the library is not open to the public, several levels of computer literacy and English classes are offered through partnerships with the neighboring high schools’ adult education centers. Computer usage data from each of the e-Libraries indicates that users are utilizing the library and exploiting the electronic resources offered.

The e-Libraries provide more than outreach services. Children are completing school assignments, elderly are learning how to get connected, and the gap of the “Digital Divide” is slowly closing in this community.

Value-Added

In a presentation given at the Miami-Dade Public Library, library consultant Joan Frye spoke about “Using Technology to Add Value” by using strategies such as placing multiple well-marked and easy-to-find locations near amenities, providing Web-based services, and providing pedestrian/disabled accessibility⁸. Hialeah Public Libraries embraced this concept when constructing for the e-Libraries. However, it is not only the patrons who have benefited from having a library in their neighborhoods. The library system too has reaped the rewards of extending its services. More than 154,227 users have visited Hialeah e-Libraries and have added more than 5,300 new cards to the library’s patron base. Furthermore, over 27,200 items have circulated in these facilities.

For Hialeah Public Libraries, outreach is both literal and figurative. The e-Library concept has not only welcomed more patrons overall, but it has delivered essential library services into people's neighborhoods. Plans to open e-Library number four in 2005 are in progress. Hopefully, improved future services can include adding an MLS librarian and/or transforming one of the existing e-Libraries to a full-service branch.

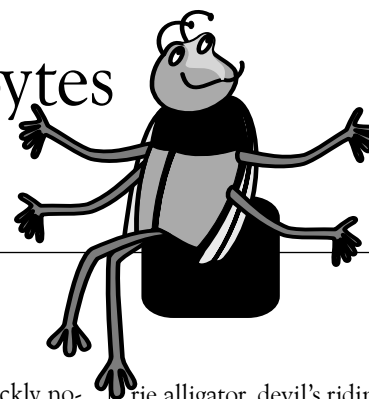
Libraries must be certain to keep improving customer service as the main objective whenever implementing new technological innovations. Applying technology to keep up with the customers' demands will allow for successful strategic planning and help broaden the ever-changing roles public libraries play for our communities.

José Aranda is Circulation Supervisor in the John F. Kennedy Library in Hialeah. Elizabeth Miró is Branch Manager, Hialeah Public Library and supervises the e-Libraries.

Notes

- 1 A. P. Wilson, "Customer service through technology," *Public Libraries*, 43 (March/April 2004): 94.
- 2 U.S. Census Bureau, "American FactFinder: City of Hialeah, Florida," U.S. Census Bureau, <http://factfinder.census.gov> (accessed June 5, 2004).
- 3 The Bill & Melinda Gates Foundation, et. al., "New report finds libraries help close digital divide but struggle to sustain public access computing services. Bill Gates, Sr. releases report developed in partnership with national civic organizations at Public Library Association conference," Bill & Melinda Gates Foundation, <http://www.gatesfoundation.org/Libraries/Announcements/Announce-040225.htm?version> (accessed March 10, 2004)
- 4 "Library-recreation centers help Philly neighborhoods," *American City & County*, 98 (Jan. 1983): 19.
- 5 D. J. Maxwell, "Making libraries mobile: Innovative means to give information services greater reach," *Education*, 120 no.4 (2000): 722.
- 6 U.S. Department of Commerce, Economics and Statistics Administration, and the National Telecommunications and Information Administration, "Locations of Internet access outside the home. Falling through the Net: Towards digital inclusion. A Report on American's access to technology tools," National Telecommunications and Information Administration, <http://www.ntia.doc.gov/ntiahome/fttn00/Falling.htm> (accessed March 9, 2004).
- 7 K. D. McCook, *A Place at the table: Participating in community building*, (Chicago: American Library Association, 2000).
- 8 Joan Frye Williams, "Using Technology to Add Value," (presentation, Miami-Dade County Library, Miami, FL, March 1, 2004).

Bug Bytes



By Nancy Pike

New Florida residents quickly notice the size and exotic nature of the bugs in their new surroundings. Who can forget the scene in *A Land Remembered* by Patrick Smith, in which a herd of cattle is attacked by a swarm of mosquitoes and driven to their death? But what about vinegaroons, rhinoceros beetles, cicada killer wasps and two-striped walking sticks? Not to worry! Even though they look and sound dangerous, these latter insects are not only fairly harmless, but some actually benefit the ecology. Just ask the librarian's best friend, your local Cooperative Extension agent, who can be found by perusing the Florida Cooperative Extension Service Web page (<http://extension.ifas.ufl.edu>).

The curious sounding vinegaroon, also known as the whip scorpion due to its pincers and long tail, is actually an Arachnid (spider family). It emits a vinegar-smelling acetic acid on its enemies. It burrows into sand or under leaf litter and can grow up to three inches long. Harmless to people, it eats other insects.

Common in yards with oak trees, the rhinoceros or ox beetle has three horns protruding from its thorax. The female, minus the horns, digs holes in the ground that she stuffs with oak leaves for the baby grubs to eat. She pushes up quite a mound of dirt, horrifying homeowners, but the beetle doesn't seem to harm the trees or the soil; in fact, she probably benefits the soil by aerating it. Children love to collect the empty shells after the beetle dies.

Although their size is scary, cicada killer wasps are generally not aggressive and only sting people if bothered. The female wasp, like the beetle, also digs holes, but in sandy, sunny soil. She captures cicadas, paralyzing them with a sting, and puts them in the hole for the larvae to eat. These wasps grow up to two inches long, but since they are beneficial insects, control efforts are not usually recommended. Once the rainy season begins, they tend to disappear.

The two-striped walking stick goes by other more creative names, including prai-

rie alligator, devil's riding horse, and devil's darning needle. It is capable of spraying a strong-smelling substance that is painfully irritating to the eyes. The substance can be projected up to two feet, so it is best not to get too close a look at this guy. It averages around two inches long, with females being larger than the males. Here again, the female deposits her eggs on the ground either in the dirt or under bark. She is often seen carrying around her smaller male companion.

So how should a person deal with these and other insects? Cooperative Extension Service recommends Integrated Pest Management (IPM), a sustainable approach to managing pests by combining biological, cultural, physical, and chemical tools in a way that minimizes economic, health, and environmental risks.

They suggest the following: monitor the landscape for pest problems; do not spray preventatively. Apply pesticides only when pest insects are present and causing unacceptable damage. Spot treat only the problem areas. Use the least toxic materials for control of most insect pests. For more information, check the Web site listed above.

Fred Santana, Ph.D., Integrated Pest Management Coordinator for Sarasota County Cooperative Extension also recommends these resources: *Florida Insects, Their Habits and Control* by Lewis Maxwell, revised 1990, and the University of Florida's "Featured Creatures" Web site at <http://creatures.ifas.ufl.edu/>. The site provides in-depth profiles of insects, nematodes, arachnids, and other organisms that are of interest to Florida residents.

For additional links, see the University of Florida "Best of the Bugs" Web site at <http://pests.ifas.ufl.edu/bestbugs/>.

Nancy Pike is Director of the Sarasota County Libraries and Vice President/President Elect of FLA.

Martin County SHARP Aims to Inspire a Love of Reading

By Mary Ann Davie

"Maestra is here! Maestra is here!" four year-old Isaiah shouts as he races out the front door to meet the car pulling into the driveway. When the car door opens he throws his arms around his "teacher's" legs, chattering away as he drags her into the house and pulls her toward the red bench. He sits down on his special reading bench and eagerly looks up. Isaiah is ready to begin the day's activities.

Greetings like this are commonplace for Sandy Kimmelman as she makes her rounds on weekday afternoons visiting preschoolers and bringing them books, toys, and the joys of reading. Kimmelman is the volunteer teacher, coach and head cheerleader for an innovative new program launched in January by the Martin County Library System. This one-year pilot program called SHARP, an acronym for Stay Home Activity Reading Program, targets Martin County families challenged by poverty, low levels of education, language barriers and other obstacles to educational success. According to Library Director Donna Tunsoy, community outreach is one of the main goals of the library. "We are seeking those in the community who don't normally use the library or who feel intimidated by the institution and we take the books to them," explains Tunsoy.

Martin County Profile

Martin County is located on Florida's Treasure Coast and has a year-round population of over 130,000. The county is socio-economically and racially diverse. Multimillion dollar homes dot its coastline, but in contrast to the wealth and great natural beauty, 9.4 percent of the population lives below the poverty level. Twenty percent of the population is functionally illiterate.

The citizens of Martin County use and support their libraries. In the past eight years, six new library buildings have been erected. These buildings are not only beautiful, but also technologically up to date and fully connected to the Internet. All the library branches bustle with activity as

citizens — from babies to seniors — check out books and take advantage of free programs and classes. Last October the library system celebrated a milestone when, for the first time, it reached the one-millionth item circulated in a fiscal year. Among the popular programs offered by the library are free parenting classes led by certified family/educational consultants and the Family Place Program, which combines childhood education, parent support, and innovative library services.

SHARP Beginnings

SHARP was a natural outgrowth of the Family Place Program and the library's extremely successful parenting classes. The library staff noticed a growing number of Hispanics attending parenting classes offered in Spanish. These parents kept saying that they wanted more, and asked how the library could help with their children. SHARP was developed as an extension of



these classes in response to their requests. It was implemented with support from the the Friends of the Robert Morgade Library and a \$5,000 grant from the Amy and Horace Hagedorn Fund. The Hagedorns are well-known philanthropists who are seasonal residents of Martin County. Mr. Hagedorn, the founder of Miracle Gro, believes that everything starts with a seed. The highest priorities of the Hagedorn Fund, part of the

Long Island Community Foundation, are poverty, children and community service.

The Port Salerno neighborhood was selected for the SHARP pilot program because of the presence of a wide variety of ethnic cultures, including many families where English is a second language. The elementary school is designated a Title I school where 80 percent of the students are eligible for free and reduced lunch. Only 57 percent of the students are reading at grade level or above.

Sandy Kimmelman was the first choice to start the program. Kimmelman is ESL trained and currently serves as president of the Martin County Literacy Council. She has a special empathy for her students and their parents because for years she watched her Yiddish-speaking Russian-born parents struggle to learn English. Kimmelman knows how hard it is to learn a new language and adapt to a foreign culture. Since her retirement five years ago, she's been a volunteer tutor, helping adults of many nationalities learn to read and write. When asked to launch this home-based literacy program, she welcomed the opportunity to help parents and their children.

Twenty-five families in the Port Salerno neighborhood were identified by Head Start and selected for the program. Of these families, only two are English speaking. All of the children are enrolled in Head Start



English classes. On her initial visits Kimmelman was accompanied by a Head Start interpreter who provided an introduction to the family and translation for the parents. Kimmelman visits each home every two weeks for approximately thirty minutes.

Visits with Children

On the initial visit, each child receives a bright red bench with the SHARP logo (a bee) painted on it and a plastic box filled with learning materials and a few small toys. This bench becomes a special place for each child. These child-size benches are custom built by South Fork High School students with materials donated by Home Depot. Each bench includes a plastic box and converts to a shelf where the children can store their books.

Each week Kimmelman brings a new book, which the child gets to keep. These bilingual books are selected by the library system's youth coordinator. Recent acquisitions include *Dora's Opposites/Opuestos de Dora*, *My Toys/Mis Juguetes*, and *Buenas Noches Blue*. Kimmelman supplements the books with small toys, crayons, coloring books or other educational materials. She makes sure she has something to give to every child in the house. The toys help break the ice and make the children feel more comfortable.

Encouraging Reading

"My purpose here is to model behavior for the parents and encourage them to spend a few minutes each day reading to their child. Parents are their child's first and most important teacher. It makes such a difference and is a fun thing for parents and children to do together," says Kimmelman. She also makes certain that these families retain their own culture and heritage while adapting to the American way of life.

"If you could just see the smiles on their faces," says Kimmelman. Her joy, enthusiasm, and commitment to the program are obvious. "These children have become very special to me. Reading is fun and reading to children is fun. This is a win-win situation. It's just an incredible feeling when you touch someone's life."

SHARP targets one preschool child in each home, but the children Kimmelman

visits often have siblings. Many times there are other children in the home who are being cared for by the mother. The other children sometimes gather around to listen. Sometimes an older sibling reads the book in Spanish. As Kimmelman reads to the child, she asks questions about the story, discusses the pictures, and prompts the child to speculate about what will happen. Some weeks the books are more educational with subjects such as numbers, colors or shapes. All the books are geared to the interest level of the child.

Kimmelman knows her students and is well aware of the short attention span of three and four-year-olds. She often reads for a few minutes and then declares recess. She talks to the girls about Barbie or plops down on the floor to race cars with the boys. She asks lots of questions that encourage conversation but also serve as a model for grammar, pronunciation and vocabulary. Since Kimmelman is not bilingual, she often asks the children to teach her words in Spanish. The children love to be able to teach something to the "maestra." Kimmelman also sings with the children or uses puppet play, activities designed to keep the session informal and reinforce the idea that reading is fun.

What Kimmelman finds in all these homes are parents who love their children and want them to succeed. Often the families lack books and rely on television for entertainment. Kimmelman encourages parents to turn off the television and read to their children. Studies have shown that early involvement in a child's reading has a profound impact on a child's future success in school. Children who haven't been read to, who don't know how to hold a book or who don't realize that you read from left to right start school at a huge disadvantage. Kimmelman helps parents understand that reading and spending time with their children are ways to help them succeed.

Library Introduction

This summer, sixty-two people from the SHARP program attended a wrap-up fiesta at the library. Transportation was arranged and provided by the Martin County School System and refreshments were provided. The group toured the facilities and learned

about the various services and the wide variety of free programs available at the library. During the fiesta, conducted entirely in Spanish, the children listened to stories, played games, and broke a piñata. Each person received a library card and checked out materials for the first time. "We hope that all these families become regular library users and take advantage of all the great materials and programs we offer," explains Youth Coordinator Lora Fegley. Since the fiesta, Fegley has spotted some of these families making return visits to the library.

SHARP is a small program that has made a big impact. The Martin County Library System has found the program so successful and popular that it is seeking funding and volunteer teachers to expand the program to other needy areas of the county.

The success of the program is evident in the smiles and joy of the preschoolers. Once-shy children are now excited by the arrival of the "maestra," a new book, and a special time for themselves. They can't wait to start reading. Kimmelman always asks them if they have been reading by themselves and if their parents have been reading to them since her last visit. Invariably the answer is yes. In one home, four-year-old Anna, her fifteen-month-old sister, and six-year-old brother all squeeze onto the bench to listen to the teacher. One mother, in expressing her appreciation, said it was so nice of someone to take the time to do this. Another mother loves the fact that her child is getting interested in reading. The library loves that as well. Sharing books and the joy of being a lifelong reader is what the Martin County Library System is all about as it reaches out into the community. SHARP is a shining example of a program that makes a difference. Every child that goes to school eager and ready to learn makes for a healthier family, stronger community, and a better world.

Mary Ann Davie is a grant writer for the Martin County Library System and a member of the Board of the Friends of the Blake Library.

Engaging the Community: Production of the Lee County Reading Festival

By Karen Scholz Sloan

It is a typically sunny and warm March morning, and people are entering Centennial Park in downtown Fort Myers, Florida to check the schedule of author appearances – a good hour before the official starting time of the fifth annual Lee County Reading Festival. An incredible array of presentations by national and state authors, popular library programs for all ages, and Internet-accessible computers are featured at the e-Library in the Park. The day runs relatively smoothly for festival organizers, with only one delayed author and three lost children who were quickly reunited with their families. At the end of the day, everyone involved in the planning and implementation of the fifth annual Lee County Reading Festival can feel proud to be part of this successful event. “How do you do this?” asks one festival attendee in the comments section of his survey. What a great question!

Festival History and Organization

The Lee County Reading Festival was conceptualized by former Lee County Library System employees who used the Sarasota Reading Festival as a model. They did a superb job of putting together a first-time event (March 2000) that has grown to become a favorite among Lee County residents and has developed its own unique features and personality. The festival is a project of Lee County Library System (LCLS) and the Foundation for the Lee County Library System. LCLS staff makes up the better part of the planning committee members. The system also makes a significant financial contribution that combines with gifts from the Foundation, contributions from sponsors, and in-kind donations to fund the festival.

The original mission of the Reading Festival was “to produce an event that would strengthen the library’s relationship with the community and to market the libraries’ programs and services; to promote reading and literacy; to increase awareness of the library’s Friends groups; to recruit new vol-

unteers and revitalize existing volunteers.” The original mission statement is still upheld, although the festival has undergone changes in response to what is learned with each passing year. While still “young” in comparison to other literary events, the festival’s status is climbing in the eyes of authors and publishers as well as in the eyes of the community. Exact attendance is impossible to pinpoint since the event is free and there are no gates or single entryways, but unofficial estimates put the past few years’ attendance figures in the range of 15,000 – 20,000 people.

The coordination of such a major event can be both exhilarating and daunting. Due to a growing number of activities and attendees, LCLS expanded its administrative staff to include a new position designated to direct this and other system-wide events. Traditional public-relations techniques are now applied to the organization of the festival, following the basic formula of research, planning, implementation, and evaluation. Fortunately, sufficient data exists from past

events to use as a basis for some of the measurable objectives. Supportive coworkers forward every bit of information they find about other reading events to committee chairs. The Internet, of course, is another valuable resource for seeing how other events operate. Networking with both local and out-of-area event planners is crucial. Local organizations often host speakers on the subject, and valuable information on multiple aspects of event planning is gained each year at the Florida Festivals and Events Association Convention.

Festival Coordination and Preparation

Festival planning is continual and is currently divided into ten committees, many with sub-committees (see Figure 2). A steering committee of library administrators, Foundation members, and community members lends guidance to ensure that the festival adheres to its mission. The March 2004 festival utilized fifty-three library system employees, about 20 percent of the



Above, Carl Hiasson was one of the featured authors at the Lee County Reading Festival. At left, Lee County Library Director Cynthia Cobb presents awards to aspiring writers during a recent Reading Festival.

entire staff, on the planning committees. Twenty-five volunteers from the community also donated time to these committees, and greater community participation is being encouraged. This year, committee chairs wrote up job descriptions and time lines. The time lines have been merged so that a clear visual now exists for meeting deadlines and coordinating committees whose responsibilities overlap.

Most committees start gearing up in the fall and have almost everything in place by January. Then it's a matter of completing the smaller details before festival day. There are a few jobs that require more constant attention. Fortunately, many of the same staff work on the same committees from year to year and understand their jobs thoroughly.

Author Selection

The author selection process begins for the next year as soon as the current year's festival is over. This committee uses statis-

tics on LCLS' best-circulating books, reviews from the industry's standard sources, and members' own instincts and personal knowledge of local reading tastes to decide on their list of invitees. Securing authors relies on a combination of the festival's reputation, asking at the right time, and being the "squeaky wheel."

In the beginning, requests went out to a large number of authors. Almost all of those who responded were happily accepted and schedules were built around them. Now a more selective process is used, determining the genres to be represented and filling the slate accordingly. While Janet Evanovich has been invited every year, it was only this year that she accepted and will appear at the 2005 Lee County Reading Festival. The squeaky wheel does eventually get greased!

Other authors who have appeared at past festivals include Carl Hiaasen, Ben Vova, Michael Connelly, Heather Graham, Sue Grafton, Elizabeth Berg, Diana Gabaldon, and Rick Bragg. Knowing the

target audiences proves important in both the selection of authors and event promotions. Lee County readers tend to be lovers of mysteries and thrillers, and a panel comprised of Jan Burke, Joy Fielding and Carolina Garcia-Aguilera drew a standing-room-only crowd last March in a 500-seat lecture room.

Programming

In addition to appearances by authors and illustrators, programming for children runs the gamut from crafts to magicians to reptile shows. All venues in the children's area of the festival have exceptional attendance figures. Graphic novel authors and illustrators prove most popular with young adults. A writing contest is coordinated between LCLS and the School District of Lee County. Winners of the Aspiring Authors contest are presented their awards at the Reading Festival.

Although the festival has always offered a variety of programs for children, the author presentations were the only adult programs. In an effort to broaden the public's perception of library programs and draw new attendees, a separate adult program stage was added in 2004, offering a Feng Shui seminar, an interactive discussion on World War II complete with maps and a display of uniforms, and a portrayal of Marjorie Kinnan Rawlings from the Florida Humanities Council. These programs were well attended and similar programs will be offered at future festivals.

Festival Operations

Operations functions are also continual throughout the year. The City of Fort Myers has developed a helpful "Special Events Handbook" with information and instructions on everything from banner permits and temporary occupational licenses to street closures and parking meter bags. Ideally, the event center and the park would be reserved several years in advance. The city, however, will only allow reservations of these facilities one year at a time for single-day events. The Reading Festival was bumped from its usual second Saturday in March to the third Saturday for 2005 because a multiple-day cheerleading com-

Figure 1: IEG's Guide to Typical Assets and Related Benefits (abridged version)

Event Asset		Related Benefit	
Audience	Members	Access	Sales
	Volunteers		Sampling
	Attendees		Surveying
	Exhibitors		Brand Building
	TV Viewers		Relationship Building
	Radio Listeners		
Collateral Material	Web Site Visitors	Visibility	Logo/IK
	Newsletter		Editorial Coverage
	Program Book		Advertisement
	Posters		
Signage	Brochures	Insert Literature or Coupon Impressions	Branding
	Directional		Message
	Highway signs		Advertisement
Web Site	Site Banners	Extended Reach	Logo/ID
	Home Page		Editorial Coverage
	Interest Sections		Link
Sites	Chat Rooms	Access	Sampling /Display
	Facilities		Sales
	Activity Areas		Signage
	Exhibit Areas		Title Opportunities
VIP Opportunities	Entrance/Exits	Incentives	Client Entertainment
	Hospitality		Employee Benefits
	VIP Parking		
	Special Access	Promotional Use	
	Special Event		

petition took over the event center. Much thought, research, and discussion went into which was more important: keeping the usual date for 2005 or keeping the venue. It was decided that more people associate the event with the downtown location rather than its general date – the second Saturday of March. An experienced City of Cape Coral event planner advised, “If you change venues, you’re going to lose people.” The festival operations committee is working to convince the City of Fort Myers to ease their stance and book the festival at least two years out. Tent rentals are reserved a full year in advance. Sound systems, portable toilets, walkie-talkies, ice, security, and other items are lined up within six months of the festival.

Event Budget

The Reading Festival is an awareness event, not a fundraiser for the library. In 2004 the library provided two-thirds of the budget for the festival. The remaining funding comes from Foundation fundraising activities, sponsorships, and, to a lesser degree, fees from food and marketplace vendors.

Half of the total budget goes toward the programs and activities offered at the festival. This covers all costs associated with bringing in featured authors. It also takes into account the costs of talent and supplies for all non-author presentations and activities.

Twenty-nine percent of the budget is for operations. Tent rentals comprise nearly half of the operations expenses. Park and event center rentals, sound systems, security and other miscellaneous items make up the rest.

Promotions account for 14 percent of the budget. The largest line items are radio advertising and printing festival programs. Volunteers’ perquisites (refreshments and t-shirts) cost 6 percent of the budget, and just 1 percent is invested in solicitation of sponsors.

Sponsorship

Efforts to line up sponsors begin no later than July. If grants are sought, those deadlines are conscientiously observed. Some sponsors have particular times of the year

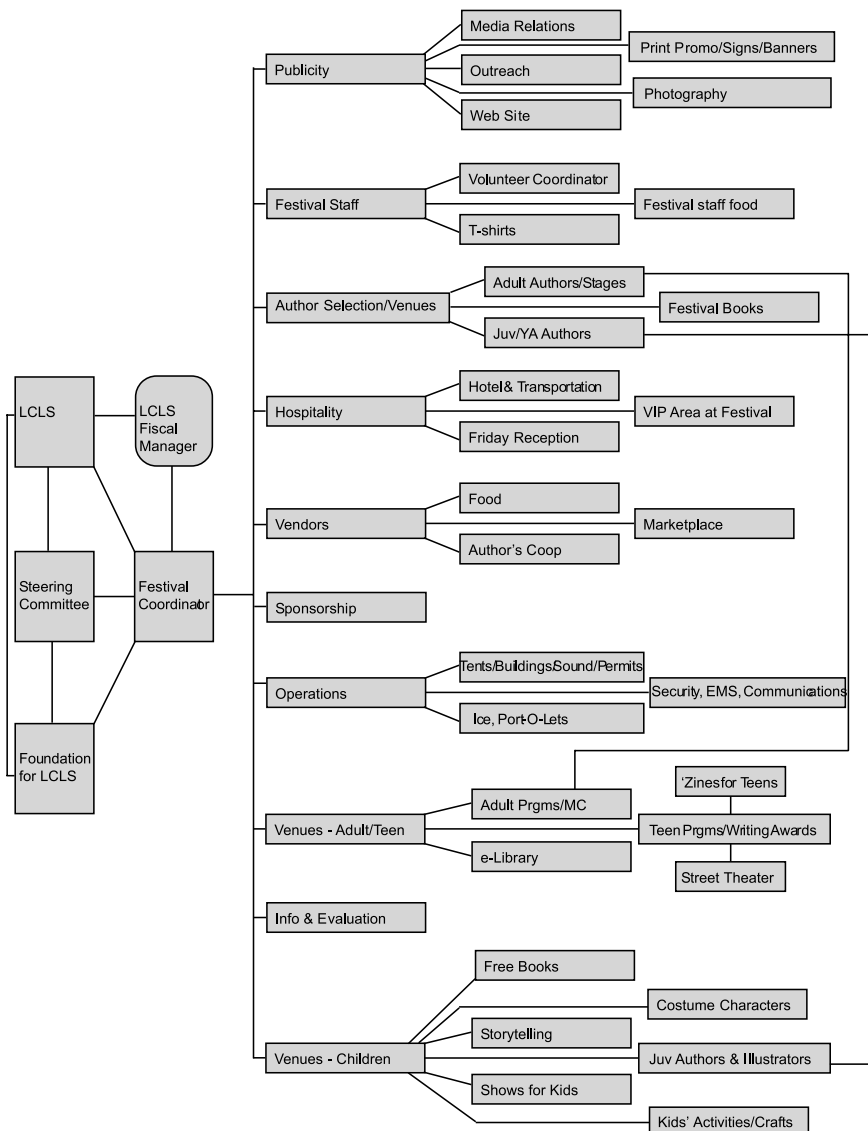
when they review sponsorship opportunities and will usually indicate the best time to contact them.

The primary benefit to sponsors is publicity, and much research goes into the sponsorship levels and benefits offered. Formulas are used to calculate intangibles, such as the value of the placement of a sponsor’s logo or name based on factors such as its location and the estimated number of people who are likely to see it. The

formulas used are from IEG, Inc.² sponsorship-analysis seminars held at Florida Festivals and Events conventions (Figure 1).

The first step is to take an inventory of the event’s assets, then provide quantifiable values to translate into benefits for sponsors. The sponsoring organization thus feels it is receiving an appropriate return on its investment. Assets include such things as VIP hospitality, parking, and reserved seating. For the sponsor, this could trans-

Figure 2: Lee County Reading Festival Organizational Chart
(LCLS = Lee County Library System)



“The Reading Festival is an awareness event, not a fundraiser for the library.”

late to client entertainment and employee benefits. Publicity assets like posters, flyers, program books, print advertisements, and Web promotion offer the benefit of visibility. A sponsor's name can be associated with a particular site or activity, as well.

New sponsorship levels and associated benefits were designed for 2004 with a visually appealing layout and upgraded portfolio package. The package includes samples of how and where a sponsor logo would appear in the festival guide and/or on the Web site. The portfolio also contains a mini CD with electronic versions of sponsorship opportunities so the information can be shared easily with other decision-makers in the potential sponsor business. Both financial and in-kind donations are accepted. Total sponsorship dollars rose this year, and a more significant rise for 2005 is anticipated.

Sponsors need to be kept informed and engaged in the event. Sponsors of the 2004 festival received confirmations and a thank you in advance. A Sponsor Benefits Report was delivered after the event (in person whenever possible) with a recap of what was promised and proof of what was delivered, including general photos from the festival and photos of sponsor signage or banners when applicable.

Publicity

Publicity is another aspect that takes more advance planning and has its peaks and valleys of activity. Web site maintenance is a year-round task. Last year an e-mail newsletter was initiated, and registrants expect at least one message per month. Print materials need to be designed and ready to go by January, ten weeks before the festival. This means that authors, sponsors, programs, entertainers, vendors, and venue schedules need to be confirmed by this point, although a stellar best-selling author or a sponsor who decided to come on board at any stage of the game would not be turned away. The festival is supported with in-kind media sponsorship from the local CBS affiliate, Comcast Cable, and the local newspaper. Each of these organizations has an active role in festival planning.

Outreach

The outreach team is a sub-committee of publicity. Great efforts are made to promote the festival to certain segments of the community, including youth groups, senior facilities, faith-based organizations, veterans associations, ESL students, neighborhood associations, non-English speakers, and lower-income neighborhoods. Festival flyers are translated into Spanish, Haitian Creole, and, for the first time this year, Portuguese. The outreach team uses bulk mailings to reach some of these audiences. They also deliver information directly to businesses and organizations and at ESL classes. One team member who works for the housing authority hand delivered flyers door-to-door to some underserved communities this year. A county Health Department worker gives a flyer to everyone coming through the department's doors. The local transit authority, LeeTran, allows people a free ride on festival day to the closest stop when they present a Reading Festival flyer. This year a new publicity measure was added. Every bus in the LeeTran system had an inside poster to let riders know that they could ride free to the festival. Four buses on strategically chosen routes had ads on the sides of the vehicles. Lee Tran reported that 249 people rode free to the festival. These results are gratifying, and it is anticipated that this relationship with Lee Tran will continue.

Information and Evaluation

One committee handles both the information booths at the festival and the evaluation surveys. Besides festival information, the booths offer flyers on upcoming library programs in an effort to capture new users. Festival surveys are taken very seriously. Feedback is solicited from attendees, vendors, authors, sponsors, volunteers, and committees. While the majority of feed-

back received is highly favorable, there are always things that can be improved. For instance, comments indicated that the survey should be offered in Spanish – an excellent idea that will be implemented in 2005. Just over five hundred surveys were completed by festival goers. Fifteen percent reported that they learned something new about library services during the festival, and an overwhelming majority gave the festival an “excellent” rating.

It generally takes a month or more to complete all surveys and tally the results. When the reports are ready, a debriefing session is held to review the statistics and comments. Then the cycle begins anew and planning begins for the next year.

What Lies Ahead

On the horizon for March 2005 are the addition of writing workshops and a multicultural venue offering presentations in languages other than English. LCLS will be implementing a One Book, One Community program that will culminate at the 2005 Lee County Reading Festival. This should generate even greater publicity and excitement for both programs. For the long term, there is discussion of growing the festival to a multi-day event and partnering with other libraries within Lee County and, eventually, neighboring counties.

Karen Scholz Sloan is Library Development Specialist for the Lee County Libraries and Coordinator of the Lee County Reading Festival. Information on the Lee County Reading Festival is available at <http://www.lee-county.com/library/ReadingFestivalHome.htm>. Contact festival coordinator Karen Sloan at kscholz@leegov.com or (239) 461-2914.

Notes

- 1 Florida Festivals and Events Association, 4174 Palo Verde Drive, Boynton Beach, FL, (561) 736-7071, <http://www.fea.org>.
- 2 IEG, Inc., sponsorship research and analysis, Chicago, IL, (312) 944-1727, <http://www.sponsorship.com>.

Community Libraries in Caring: Reaching Out to Rural Libraries

By Gloria Colvin

In a state known for its sparkling beaches, myriad theme parks, luxury vacation spots, and up-scale retirement communities, it is surprising to discover that almost half of Florida's counties are designated as rural and lag considerably behind the rest of the state in economic development, per-capita income, and literacy. Libraries in these rural counties face challenges in providing the most basic services and in meeting community needs that are routinely handled by other organizations in larger cities and counties. Fortunately for many of Florida's rural libraries, the vision and determination of Dunedin resident Gemmy Brown has raised awareness of their circumstances, leading to efforts to support them.

Brown, a former president of the Dunedin Friends of the Library and an enthusiastic library supporter, learned of the needs of many of the libraries in Florida's rural areas when she first served on the Florida Library Association (FLA) Legislative Committee in 1999. Of sixty-seven Florida counties, thirty-three are designated as rural. With populations under 75,000 and economies based primarily on agriculture with little diversity, the tax base of rural counties is small.¹ These counties are hard-pressed to provide basic government services, such as police and fire protection and road maintenance. Rural libraries, which rely heavily on local funding, are at an economic disadvantage and, without adequate financial resources, are unable to maintain the same level of services as libraries in more affluent areas in the state. Many lack the funds and staff necessary to provide educational programs for children, teens and adults, to reach out to groups of people who aren't traditional library users, to purchase current literature and nonfiction, and to build and maintain safe and attractive facilities.

Visiting Calhoun County

After hearing about the challenges faced by rural libraries, Brown contacted Bob

The Blountstown Library draws children for after-school and summer programs.

*Dear Gemmy Brown,
Thank you for the dictionary. I like the pictures in it. I really like it. I think it is cool. It is helpful to me and my class. It is thoughtful of you. I love it. I love the books and the pictures.
Your friend,
Ariana*



Gorin, then a consultant at the State Library of Florida, and asked him to identify some of the counties that would most benefit from assistance in building their collections. In June 2000, Brown and her husband, Coleman, accompanied by Gorin, traveled to Calhoun County, about fifty miles west of Tallahassee in the Panhandle, to see some of these libraries in person.

A drive through Calhoun County, a large county of 574 square miles and a population of only 13,000, underscores the lack of industry and development in the area. The majority of land remains undeveloped and occasional ruins of failed businesses dot the landscape. At one time logging and tung oil were major industries, but the only growth industry in recent years has been the prison industry. Jobs are few, and many residents travel an hour or more west to Panama City to work in the tourism industry or an hour to the east to Tallahassee. The 2000 Census pegged per-capita income in the county at \$15,627, compared with the state average of \$27,764. Census figures indicated that 31 percent of county residents have less than

a high school education and fewer than 8 percent have a degree from a four-year college or university.²

The Browns visited the main library in Blountstown and four branch libraries in crossroads communities. The buildings housing the branches were small and run down, and some of the buildings were prone to flooding. One was housed in a two-room structure, once used as a city hall, complete with a jail cell, while another lacked indoor plumbing. Collections were sparse, especially in terms of current materials.

Founding CLIC

Convinced of the lack of resources in these libraries and concerned about the disparity that existed between them and libraries in more affluent cities and counties in the state, Brown conceived the idea of Friends groups in more affluent areas adopting rural libraries and strengthening them to better serve underserved communities. She initially approached the Friends of the Dunedin Library, showed members a video she made of the Blountstown Library and proposed that the group adopt the libraries in Calhoun County. The Friends voted to change its Articles of Incorporation to allow it to help with a special interest project and contributed \$1,000 to cover the costs of printing materials, postage, and travel.

The Sheltons Library provides books, programs, and computer access to a section of rural Calhoun County. Only recently was indoor plumbing added to the building.

With this first step and small initial investment, Community Libraries in Caring (CLIC) was launched.

Brown approached libraries and personal friends in Pinellas County, asking for “gently used books” that they no longer needed. “Contributions poured in from different libraries,” explained Brown. “I’d go out to the stoop and there would be a pile of books or a bag of clothes [left by friends].”³ Soon she and her husband and other members of the Dunedin Friends of the Library were making the five-hour trip up Highway 19 from Dunedin to Blountstown to deliver boxes of books, clothing, furniture, toys, and shelving that had been donated by libraries or individuals for the libraries in Calhoun County. Brown recalls their first delivery to Blountstown where inmates from the local jail, overseen by a Sheriff’s representative, unloaded the donated books from the rented U-haul.

Library as Community Center

As Library Director Rita Maupin guides a recent visitor through the Blountstown library and the branches in other parts of Calhoun County, she points out the many programs operating out of the libraries. It’s clear that the libraries serve as community centers for educational, cultural, and civic functions. “I’ve done a lot of social work to get people to use the libraries,” explains Maupin.⁴ Adults working on a G.E.D. can take classes and complete the testing process there. A bilingual coordinator visits and assists Spanish-speaking families who have moved to the county. VISTA volunteers train volunteers to provide basic computer instruction and coordinate parenting classes offered by the library. Even Start, a federally funded family literacy grant program, partners with the library in providing preschool learning opportunities. Children listen to stories and make crafts in a summer reading camp and during the school year come to the library for an after school program. Another program, Take Stock of Children, selects and mentors high school students with the promise of a college education. The main library serves as a polling place during elections (as do two branches) and as an emergency shelter during floods or other natural disasters.

“A lot of what you see is because of CLIC,” explains Maupin.⁵ In addition to the materials it donated, CLIC was able to provide money that enabled the library to apply for matching funds and to qualify for grant funding. An experienced fundraiser, Brown provided encouragement, advice, and guidance. In addition to successfully assembling a combination of grant-funded positions and programs, Maupin has formed partnerships with organizations that provide program and volunteer support. “Rural librarians can stretch money better than anyone,” notes Brown.⁶ As the library’s visibility increased in the community, a local family trust funded construction of an attractive and spacious new library building in Blountstown. The library is now in the process of forming a Friends group to build new sources of support.

Gathering Support

It was Brown’s vision that other Friends groups would follow the example of the Dunedin Friends and adopt a rural library but that idea never caught on with other Friends groups in the state. Many were limited by charters that confined efforts to supporting their local libraries and others chose to help poorer libraries within their own counties. While it has been disappointing to Brown that other Friends groups haven’t joined this effort, CLIC has nevertheless expanded its outreach to many other libraries in the state.

Brown has been successful in inspiring other groups to support CLIC’s initiatives. She has spoken to numerous service clubs about the plight of rural libraries and CLIC’s initiatives. Her Rotary club has made book donations. In 2002, the North Georgia Rotary Club held its annual convention in Panama City and asked attendees to bring a book to be donated to CLIC for a rural library. Individuals and libraries have been generous in donating books and



materials. A number of other partnerships have developed, including one with the City of Dunedin, which, after learning of CLIC’s initiatives, contributed money to purchase picture dictionaries (illustrated dictionaries) for third graders in Calhoun County. A women’s club in Panama City collected books that were given to the Graceville Library, and the Dunedin Blue Jays baseball team partnered with CLIC and asked fans to bring new children’s books to a game.

Expanding CLIC’s Outreach

With additional financial support, CLIC has been able to reach out to many other libraries in the state. It has provided books to a number of other libraries, including those in the Panhandle and branches of the Suwannee River Regional Libraries. It has assisted the funding of summer reading programs in a number of counties, including Holmes, Gilchrist, Jefferson, Hendry, Dixie, and Lafayette. Portable collections of Spanish-language books it collected for libraries in Lafayette were taken to an area church each Sunday evening where they were circulated among residents of the county. The Dunedin Friends went on to adopt libraries in Monticello (Jefferson County), Harlem Community (Hendry County), and Three Rivers Regional Library System (Dixie, Lafayette, and Gilchrist Counties) and provided seed money for upgraded summer reading programs and other library needs.

Jefferson County Library

In some instances the impact of this seed money has been far greater than a single program. Verna Brock, former library director of the Monticello Library, expressed her thanks for a check sent by CLIC and indicated that the money would be used to



Holding a copy of the pictorial CLIC distributed to third graders in Calhoun County, CLIC founder Genny Brown is pictured with her husband, Coleman (left), Governor Bush and Rep. Tom Anderson.



group.

support outreach programs and as part of the local match for state funding. "Lest you think it an insignificant amount," wrote Brock, "consider that we will receive over \$100,000 in State Aid this year. We qualified for over \$50,000 of that by a difference of \$600 local funding. In other words, had we had \$600 less local funding, we would have lost half of our State Aid. So you can see, your gift is deeply appreciated!"⁷

Harlem Community Library

The community of Harlem, near Clewiston in Hendry County, is a small community of about 3,000. In 2001, after more than four years of effort to raise \$125,000 in matching funds to convert an unused school building into a library, the Harlem Community Library moved into this renovated building with plenty of space, but few books. Brown collected thirty-five boxes of books that were picked up by Harlem's Baptist minister in the church van and returned to the Harlem Library. Because of the community's dedication to fund this library, Governor Bush awarded Harlem the "Florida's Outstanding Rural Community of the Year 2001" award and with it a check for \$1,500. CLIC continued to support the library with contributions, but in 2003 library director Florida Thomas wrote Brown to thank her and to tell her that the library no longer needed assistance from CLIC. "We are now receiving state funds and a substantial amount from the county," wrote Thomas. "Our collection is growing, we are adding more programs and we are planning to expand our facility and staff. We do not need your financial or book support anymore but we will always need your friendship, concern and advice."⁸ Since then the library has formed its own Friends

Catalyst for New Initiatives

So successful is CLIC that it has generated several spin-offs. State Representative Tom Anderson, former mayor of Dunedin and a staunch supporter of CLIC, sponsored legislation formally authorizing a Community Libraries in Caring program to be established in the Florida Department of State and was responsible for getting an allocation of \$100,000 to further assist rural libraries included in the 2004-2005 state budget. Libraries in any of the counties eligible for Rural Economic Development Initiative (REDI) status will be eligible to apply for grants through this new program.

Another outgrowth of CLIC has been "Words For Thirds." Under Brown's leadership, her Rotary District recently raised enough money to provide eight hundred pictictionaries to children in six elementary schools in Pasco County. "The pictictionaries will stimulate an enthusiasm and excitement for reading, improve literacy, and contribute to a lifetime love of books," believes Brown.⁹ Anderson sees these efforts as dovetailing with Governor Bush's reading programs and his efforts to boost reading scores on the FCAT. Because third-graders must pass the reading portion of the FCAT in order to be promoted, children in this grade have been targeted for special help with reading. According to Rep. Anderson, the Governor is interested in expanding the dictionary program to all third-graders in the state.¹⁰

Impact of CLIC

The role of libraries in promoting literacy and nurturing an informed citizenry and their value in contributing to economic

growth and development and a good quality of life are recognized by many government officials and civic leaders. Brown saw a need and reached out to lend her hand and her heart to help rural libraries meet some of the challenges they face in performing these roles. Okaloosa County Library Director, Bob Gorin, who introduced Brown to the libraries in Calhoun County, credits Brown with having a wonderful vision. "The project," says Gorin, "is just like Gemmy herself. She's a very caring person and when she cares for something, she finds a gentle way to make it happen."¹¹ Brown, herself, notes with satisfaction that "The CLIC Project has proven that small steps and gestures of support can produce tremendous results in the effort to bring rural county libraries to the forefront of Florida's conscience."¹² For Calhoun County Library Director Maupin, CLIC is a "wonderful example of what it means to be a part of the library community in Florida."¹³

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Notes

- 1 "Florida's REDI Counties." Florida Department of Transportation. <http://www.dot.state.fl.us/planning/sis/steering/draftinggroups/commenv/materials/REDImap.pdf> (accessed June 21, 2004).
- 2 "American FactFinder," U.S. Census Bureau, <http://factfinder.census.gov> . (accessed July 21, 2004).
- 3 Gemmy Brown (founder, Community Libraries in Caring), discussion with author, June 2004.
- 4 Rita Maupin (Director, Calhoun County Libraries) discussion with author, June 29, 2004.
- 5 Maupin, discussion.
- 6 Gemmy Brown, discussion.
- 7 Verna Brock, letter to Gemmy Brown, [2002]
- 8 Florida Thomas, letter to Gemmy Brown, September 24, 2003.
- 9 Gemmy Brown, discussion.
- 10 Rep. Tom Anderson, interview with author, June 2004.
- 11 Bob Gorin, discussion with author, June 2004.
- 12 Gemmy Brown, discussion.
- 13 Rita Maupin, discussion.

The Library and the Community it Serves in Times of War: Everything Old is New Again

By Kathy L. Souers

“Everything old is new again.”¹ This simple phrase carries a lot of significance when looking at the role of libraries in the history of our country. For although libraries have become more numerous and have expanded in size and services offered and librarians have become more vocal in expressing their views and more stalwart in clinging to their beliefs, the strength of libraries and the reason for their existence remains the same. Libraries have been in existence as an American institution for approximately 150 years,² serving the informational, educational, recreational, and cultural needs of their communities regardless of race, color, or creed. They are “the truest symbol of America’s great democratic spirit.”³ Thus it was. Thus it is. “Everything old is new again.”

Likewise, the communities that libraries now serve encompass a wider range of individuals and groups, and libraries have expanded to offer specific services for ever-broadening populations. “A library, like democracy,” writes David Tyckoson, “is not static but changes and grows to meet the needs of its citizenry.”⁴ This includes the hearing impaired, those with physical disabilities, the illiterate, and the homebound, just to mention a few. “In short, libraries understand better now than ever that while they serve a defined community, the definition is subject to constant change.”⁵

Today Americans find themselves in a period of global conflict. The sting of hatred and war touches the lives of everyone in one significant way or another. Some have a family member or a friend who is serving in the war, while others, at the very least, are exposed to the ongoing crises through the media.

How does this affect the role we hold as librarians? Significantly! Today, as in past conflicts, librarians are coming to the aid of our servicemen and servicewomen, whether overseas or on the home front, and acknowledging the fact that these troops are a significant part of our library community. The roots of this tradition extend back to World War I and World War II when the

American Library Association (ALA) and librarians stepped forward to serve American troops.

ALA and the Library Community during World War I

In April 1917, the United States entered World War I. Several weeks thereafter, ALA, the largest library association, began preparing for worldwide distribution of library materials to American soldiers. In June of that same year a permanent committee was established to oversee what became known as the Library War Service. The Library War Service inevitably represented ALA’s most ambitious attempt to cooperate with other welfare and community agencies such as the YMCA, YWCA, and the Red Cross.⁶ Although cooperative efforts with these organizations were considered of utmost importance, there were opposing stances as to the position ALA should hold. Some believed that ALA should work through these organizations, while maintaining control over book selection, preparation, and the training of personnel who would be administering the libraries.⁷ Others believed that ALA should hold a supportive role in a program sponsored by the YMCA because of the Y’s size in relationship to that of the smaller library association.⁸ Inevitably, neither was immune to jealousy of the other.

Regardless of the competitive spirit that existed between the various organizations, ALA was unrelenting in its attempts to provide aid to the American troops. By 1920, ALA had initiated two financial campaigns, raised over \$5 million from public donations, secured Carnegie Corporation funds for the construc-

tion of thirty-six camp libraries, provided library collections to nearly five thousand locations, and distributed approximately ten million books and magazines, many of which contained a Library War Service label within the front cover that read, “War Service Library ~ This book is provided by the people of the United States through the American Library Association for the use

Right, ALA poster, Library of Congress Prints and Photographs Collections, LC-USZC4-10022
Below, the author and a volunteer pack boxes of books collected for troops in Iraq.



“Libraries have always been strong support agencies and distributors of reading materials to the American troops during war times.”

of the soldiers and sailors.” Publicity was a powerful medium.⁹ Books by mail and books printed in Braille were just two forms of service that were widespread.¹⁰

“During the war, librarians reaffirmed their belief in the book as a powerful determinant of human intellect and behavior. This faith in the power of print was pervasive: reading produced a contented, efficient army; reading advanced the cause of better citizenship; and reading hastened medical recuperation.”¹¹ During an annual convention of the American Library Association held during WWI, it was determined that, “furnishing reading materials to the soldier(s) would relieve his (their)



Above, the author and her son, Chad, look over boxes of books donated for troops in Iraq. Left, WWI Poster, Library of Congress Prints and Photographs Collections, LC-USZC4-9943

‘depressing tedium’ and ‘dangerous temptation.’¹² One librarian was quoted as saying, “You cannot beat a reading army.”¹³

One issue of utmost importance from today’s perspective is that “the library profession during the World War I era had not developed an intellectual freedom position as it now exists.”¹⁴ In an effort to comply

with an order set forth by the Department of War regarding the banning of a list of books from the library collections, and in order to support the patriotism of fellow Americans, librarians purged their collections of enemy propaganda publications.¹⁵ The foregoing statements emphasize the fact that the subject of censorship was prevalent and, although the beliefs that librarians hold in regard to this subject have changed over the decades, the issue has continued to recur throughout the history of librarianship.¹⁶ “From a late twentieth-century perspective, the censorship practices of the American public library community during WWI were reprehensible,” wrote library scholar Wayne Wiegand.¹⁷

World War II

During World War II, approximately 95,000 American servicemen were held in German prisoner-of-war camps where they became hungry and cold as well as bored and frustrated.¹⁸ In order for the prisoners to maintain their sanity and to prevent severe depression, it was important for them to keep busy through recreational, cultural, or educational activities. As a result, it was only natural that the prisoners would develop an almost insatiable desire for books. Some of the POWs held privately owned books, but because there were many who did not, lending and/or reference libraries were established in nearly all of the POW camps toward the beginning of the war by a group of organizations presided over by the Red Cross.¹⁹

A stock of 50,000 English-language books was built up in Geneva so the POWs could be supplied with desired books without undue delay. It is difficult to imagine that POW camp libraries as early as the 1940’s were organized well enough for servicemen to place “requests” by completing forms that were sent to the various camps.²⁰ The names of the officers requesting a given book were placed on a list inside the front cover. As each soldier on the list read the book, his name was crossed off, and it was passed on to the next. When the prisoner finished a book that was shipped to fill his request and there were no others waiting, he placed it in the central camp library.

On the average, each POW took out and read one book every three days.²¹ In fact, “It would be fair to say that a great many officers acquired the taste of serious reading for the first time in their lives.”²² Basically, there is “no competition to reading in war.”²³ After thirty to forty readings, the books needed replacement due to deterioration. ALA once again offered support by sponsoring the Victory Book Campaign during which new and clean books were collected for the POWs.²⁴

During WWII, censorship requirements were strict. Each book, whether new or used, had to pass two sets of censors – the U.S. Office of Censorship and the German censor. According to the U. S. rules of censorship, no magazines or newspapers were allowed to be shipped, and books based on various types of material, such as tide tables, distance tables, information relative to harbors or ports, etc., were prohibited. Pencil or ink markings and labels or bookplates were not permitted in the books that were delivered.²⁵

Probably the greatest morale factor in the camps was the fiction libraries. The books that were most highly demanded among the troops in order of significance were popular novels, detective stories, westerns, books on travel, and biographies.²⁶

Operation Iraqi Freedom

Currently librarians find that history is repeating itself. American servicemen/women are once again in the throes of a vicious war, and librarians are taking a stand to assure the troops that they will do all in their power to support them as a vital part of their library communities.

The American Library Association’s responses to the challenges of war during World War I and World War II have been of significant interest to other library associations throughout the United States and remain instructive in our professional history.²⁷ As a result, individual libraries and library cooperatives have stepped forward today and continue the tradition that ALA established. Libraries/librarians are taking on the responsibility of supporting the American troops and developing

“Just sad that it took war for me to realize how much I enjoy reading.”

and activating service ideas of their own. As these ideas and resultant efforts are applied collectively, the impact of the library initiative becomes significant, for together much can be accomplished. Referring to the large, current public-information campaign entitled “. . . @ your library,” former ALA president John Berry believes, “The last thing libraries need now is ‘a low-profile @ your library.’”²⁸ Looking at library efforts around the nation, there are many inspiring projects sponsored by the library community that have already been put into action.

Richland, Washington Project

It was February 2003. The war had not yet begun, but, according to the latest news broadcasts, was inevitable. Troops were being deployed and U.S. citizens were looking for a way in which to show their support. Richland Public Library in Washington initiated a unique project that was held in conjunction with National Library Week. This project ensured that every patron who returned overdue and/or “lost” items during this week would have fines waived in exchange for supplies – books, puzzles, candies, toiletries, etc. – that would be packed in shoebox-sized care packages and mailed to the troops.²⁹ Patrons stepped forward with donations and offered to pay the fines of family members and friends. Another offered her truck as a vehicle to transport the packed boxes to a local base from which they would be shipped to the servicemen/women. Suddenly the media was also involved and the size of the endeavor escalated. Nearly \$3,000 in fines were waived while 1,000 pounds of merchandise were collected, filling 150 shoeboxes.³⁰ In order to make the care packages even more personal, library staff wrote letters and included one in each box.

The general sentiment expressed in the troops’ mailed and e-mailed responses was heartrending – “We are away from family and friends for months on end. These care packages from fellow Americans who do not even know us are so motivational and greatly appreciated.”³¹

The Richland Library endeavor created a win-win situation. “The common good,

community need, the whole, the general welfare, the commons – by whatever name, poll after poll shows that this notion of ‘we’re all in this together’ is a value that truly is of value to the American people.”³² The Richland Library successfully supported a special portion of its community in a unique way during this time of greatest need.

Florida’s “Books for Troops” Project

Moving geographically across the country to Florida, another project arose in January 2004 at the University of South Florida (USF) as a result of a posting that was made in Dr. Kathleen McCook’s Web-based course, “Adult Services in Public Libraries.” In a discussion of library communities, the idea was suggested that a library’s community extends far beyond the boundaries of those who live locally, that it extends clear across the world to such areas as war-torn Iraq. In order for library services to be most effective, they must extend beyond the confines of the physical buildings, and librarians must constantly be searching for creative ways in which this can be accomplished. It was only natural to look to our troops.

My son, Chad, one of the U.S. reserves stationed in Tikrit, Iraq, wrote many letters during his year in service overseas. Some of the earlier ones stated that one of his officers was sharing paperbacks. This led to Chad’s request. “Mom, can you send me some books? . . . and after I have read them, I will share with the others.” (How could I have been so blind while working around books everyday? Could it have been because he never enjoyed reading throughout his young adult years? I should have known that this would have been an excellent way to help him pass the lonely

hours while not on missions.) A few letters later, another request – “Need some new books. Spend most of [my] time reading now and there is little to no selection here. Bet I have been through 20 or more books. Always pass them to the Captain, and he passes them on when he is done.” (Chad’s letter echoed information recorded about World War II. . . “Many of the books which arrived in personal parcels were willingly passed around or donated to the libraries after the recipient had read them.”³³) And then the letter that motivated us to take action – “Mom, Just sad that it took war for me to realize how much I enjoy reading.” If Chad had just discovered how much he enjoyed reading, wouldn’t there be others in the same situation?

Christmas was rapidly approaching when Chad received his two weeks of R & R. What a perfect opportunity to fill a large box with paperbacks that he could take back with him. He questioned whether it would be all right for him to set them up in a central location so others could read them as well. This would serve as a mini-library and provide hours of relaxation for many. I readily agreed.

After hearing this, Dr. McCook took the ideas, applied them creatively, and the project took off. She proposed to her class of twenty-nine graduate students that they undertake a project to collect books and supply them to the troops. Students could post this intent online to listservs. This would inform others in the library field of the project and motivate them to likewise become involved. Conveniently, the possibility existed of using the upcoming Florida Library Association (FLA) Conference as a collection site for the books. Dr. McCook discussed the idea with Mr. Mel Pace, Associate Director of the School of Library and Information Science at USF. Mr. Pace was enthusiastic about the community outreach idea, and what became known as the “Books for Troops Project” was off the ground.

As of April 2004, the USF project had far exceeded all expectations. E-mails and calls came in from universities, colleges, community colleges, and public libraries located throughout the state inquiring as to

Books for Troops

A special word of appreciation goes to everyone from across the state who has participated in the Books for Troops Project. If you would like to contribute books or funds for the shipping of books to the troops, contact Kathy Souers at souersk@aol.com.

Guidelines for the selection of books for troops that were established in the 1940s during WWII still apply today. Current publications, especially fiction, are the most popular types of books. Paperbacks are preferable to hardbacks as they are more conducive to use in war-torn areas and are less expensive to mail. All books should be in good condition.

We as librarians can take pride in our professional history, for then, as now, books "were the only sure support, the one true comfort."³⁶ We have found new meaning in the phrase, "Everything old is new again!"

Kathy L. Souers is Circulation Services Librarian at the Palm Harbor Library.

Notes

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- 4 David A. Tyckoson, "Of the People, for the People: Public Libraries Serve Democracy," *American Libraries* 31, April 2000, <<http://www.lib.usf.edu.proxy.usf.edu/databases/>> (2 April 2004), par. 16.
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- 28 John N. Berry III, "A Stand for Freedom '@ Your Library': the Last Thing Libraries Need Now is a Low Profile," *Library Journal* 126, no. 20 (2001): 6.
- 29 Lisa Adams, "Library Links National Library Week to War in Iraq," *Library Mosaics* 15, Jan/Feb 2004, <<http://www.librarymosaics.com>> (31 Mar. 2004), par. 2.
- 30 Adams, par. 4.
- 31 Adams, par. 8.
- 32 Hightower, par. 20.
- 33 Shavit, 118.
- 34 Mel Pace, telephone interview by Kathy Souers, 9 April 2004.
- 35 Pace, interview
- 36 Shavit, 120

how they could become involved with this worthwhile effort. Many had been looking for an outlet to express their concern. They all wished to be united in the cause. Enough books were collected in just two days at the FLA conference to fill many vehicles. These books were delivered to USF. Librarians who were unable to attend the convention and worked at libraries closer to the Palm Harbor Library than to USF, delivered their collections to Palm Harbor. The two locations served as shipping sites. Approximately twenty boxes of books were sorted and packed, while the influx of books continued.

Upon returning to the university with the multitude of collected books, Mr. Pace conducted an investigation throughout the military community and established a relationship with Eddy Tamayo, an outreach professor from St. Leo's College, who worked at MacDill Air Force Base. Mr. Tamayo agreed to serve as the final link in the cycle and to mail the collected books through MacDill to the troops overseas.³⁴ Because of the efforts of many throughout Florida, American troops would once again feel support from the libraries in their homeland.

Who knows where the USF Books for Troops Project will lead from here? The project grew out of a posting by a mother who took pleasure in the fact that her son had discovered the love of reading, regardless of the circumstances, and the fire spread! Who knows what portions of the extended public might hear about the project or read about it through the media and step forward to carry it to even greater heights?³⁵

Thanks to the example set by ALA in the initial stages of World War I, libraries have always had a fine model to emulate when similar circumstances arise. The actions of library outreach that were new during WWI are now old, but similar library outreach is taking place once again in the 21st century. Libraries have always been strong support agencies and distributors of reading materials to the American troops during war times and, as the former examples illustrate, are continuing with this tradition.

Beyond the University: Opportunities for Consumer Health Outreach

By Karen N. Keene

Library involvement in community outreach is not a new concept. Libraries have provided services outside their traditional customer base long before this catchy phrase was coined. There are numerous opportunities for community outreach by all types of libraries. Among the advantages to a library are opportunities to increase library visibility, enhance value to the library's parent organization, increase awareness of related centers and departments, create ties with local civic organizations, improve community health awareness and education, promote the library profession, and spread goodwill in the community.

Outreach programs may require a considerable commitment of planning, time, and financial resources; others can be relatively simple efforts, accomplished for very low cost. Many libraries consider outreach part of their mission for public service. However, community outreach may be a new challenge for others.

Shimberg Health Sciences Library

Over the past two years, the University of South Florida Hinks & Elaine Shimberg Health Sciences Library has participated in a number of different types of community outreach events. The Shimberg Health

Sciences (SHS) Library is located on the Tampa campus of the University of South Florida (USF), a public university, where it provides services to the students, faculty, staff, and patient-care providers of the Colleges of Medicine, Nursing, and Public Health and the School of Physical Therapy. The SHS library is within walking distance of four hospitals and the American Cancer Society Tampa Hope Lodge. The library's first venture in community outreach began in its own neighborhood.

Audiovisual Drive for Tampa Hope Lodge

In 2002, the library initiated an audiovisual donation drive to benefit the American Cancer Society's Tampa Hope Lodge residents. Located on the USF campus, the Hope Lodge provides free accommodations for people receiving outpatient cancer treatment at local area hospitals.

The original plan was to donate books to the Hope Lodge's library but, after meeting with its management, the library staff learned that need had already been met by another philanthropist. During the needs-assessment interview, it became clear that an audiovisual collection would be very useful for the residents. Many cancer patients listen to music while receiving their IV therapy and bring personal cassette or CD players with them during treatment. In addition to the large screen television

in the main living room, the Lodge also provided VCRs for patients to use in their individual suites.

A plan was created to collect new and gently used audiocassettes, CDs, videos, DVDs and CD players. Donation boxes were placed strategically around the USF campus and hospital locations. By partnering with other USF departments and the H. Lee Moffitt Cancer Hospital, almost two hundred music CDs, movies, and books on tape were donated. The successful donation drive was repeated in 2003.

This simple goodwill effort was very much appreciated. According to Tampa Hope Lodge's spokesperson Trish Scott, music "can be so therapeutic and the variety supplied should fit just about any taste or mood."¹ She felt the donated materials would "provide much enjoyment to our residents for years to come!"²

Great American Weigh In

In contrast to the Audiovisual Drive, the next event the library undertook required a little more planning and was centered in the library. In March 2003, the SHS library

"The SHS library through partnership was able to enhance health awareness and provide consumer-health resources to a variety of nontraditional customers."



Left, a display for an outreach event.

Far right, a poster advertising the Great American Weigh In at USF.

hosted the “Great American Weigh In” event. The goals of the sponsors of this national event — the American Cancer Society and Weight Watchers, Inc. — were to increase awareness of the relationship between cancer and obesity, and to advocate using a person’s body mass index (BMI) as a marker. The library’s goals were to provide information on how to calculate one’s body mass index, promote the facilities on campus that encourage healthy lifestyles via the theme “Choosing a Healthy Weight for Life,” and increase the library’s visibility on campus.

With more than 12,000 employees³ and 41,000 students, USF is the second largest university in the Southeast and among the top twenty largest in the nation.⁴ It incorporates more than one hundred research/service centers and institutes.⁵ Unfortunately, students, staff, faculty, and members of the surrounding community are often unaware of all the USF resources available to them. The “Great American Weigh In” was an ideal opportunity to increase awareness of the many health-related centers on campus.

The library collaborated with various university health clinics and departments. Materials were collected from the USF



Diabetes Center, Physical Therapy Center, Choices for Change Weight Management Program, Campus Recreation Center, Student Health Services Education Center, Counseling Center for Human Development, Physicians Group Medical Clinics, and the Golf Course. The College of Nursing donated its balance-beam weight scale. A nurse from Student Health Services volunteered to take free blood-pressure readings. The library’s Systems Department set up a computer with links to a BMI-calculator Web site.

The library coordinator for this event created PowerPoint poster presentations about obesity, BMI, weight-loss tips, healthy-lifestyle choices, and the centers on campus that help individuals meet healthy goals. Weight Watchers also provided attractive marketing materials.

In total, over \$1,700 worth of prizes were donated for the event. University centers and various businesses in the area generously donated products or services as prizes for attendees. Donations included several one-year gym memberships, as well as gift certificates for golf foursomes, restaurants, bicycle equipment, and a physical therapy health screening.

Supporting businesses in the area displayed posters advertising the event. The “Weigh In” was also advertised on campus via e-mail, newsletter announcement, and posters. Many first-time visitors to the library attended on event day. Students and employees of USF, the surrounding hospitals, and the community at large stopped by to check their BMI and learn about the centers on campus that can offer assistance in achieving and maintaining a healthy weight for life.

Think Outside the Stacks

If a library does not have the space to host an event, staff might consider attending community outreach events outside the library. Scan local newspapers for event announcements. Visit city and county Web sites for information on upcoming event opportunities. Think “outside the stacks” to determine if an event can contribute towards marketing your library, the library profession, or your organization and health

awareness. The SHS library participated in two off-campus events: the “Great American Teach In” and “Senior Day in the Park.”

Great American Teach-In

Initiated in 1990, the annual “Great American Teach-In” is sponsored by SERVE, a not-for-profit organization that coordinates volunteers in support of the public school district of Hillsborough County. Community members volunteer to share their career experiences with a class of elementary or secondary school students. The event’s goal is to reinforce the importance of education for success in any occupation.

In November 2003, a SHS librarian made presentations to two different Gaither High School classes — Health Education and Spanish. The presentation’s goals were to inspire the students to continue their education; stimulate interest in librarianship; inform them about the National Library of Medicine’s consumer health Web site MedlinePlus, which is also available in Spanish; and dispel the myth of the high cost of college. Many high school students mistakenly think a college education costs \$100,000.

In addition to providing a venue for consumer health outreach, the “Teach-In” also provided an opportunity to network with colleagues. There were opportunities for the librarian to meet the school’s media specialist and guidance counselor and to discuss the need to recruit more health science librarians. They were encouraged to consider visiting the SHS Library during future school field trips to USF.

Senior Day in the Park

The second opportunity for off-site outreach was in May 2004 at the “Senior Day in the Park” event. The City of Tampa Parks and Recreation Department and the State of Florida Department of Elder Affairs sponsored this event in celebration of Older Americans Month. More than five hundred seniors attended this daylong, outdoor festival held in West Tampa’s MacFarlane Park. Agencies throughout Hillsborough County were present to showcase their services to local seniors. Information booths were situated beneath the shady

limbs of graceful oak trees.

The library's goal for this event was to inform attendees about free resources for medical information. Since the SHS Library does not have a consumer health print collection at this time, the library's representative brought copies of current medical reference books available at most Hillsborough County public libraries, including *Current Medical Diagnosis & Treatment*, *Merck Manual of Medical Information*, *Conn's Current Therapy*, and a laboratory-tests handbook for display.

In addition to print materials, handouts on the following Internet resources were also distributed: MedlinePlus, Lab Tests Online, Benefits Checkup, Florida Department of Health, PHARMA's HelpingPatients and AMA Doctor Finder. Links to all of these Web sites are listed on the Library's Consumer Health FAQ page (<http://www.hsc.usf.edu/library/shslfaq/consumerhealthfaq.html>). Many attendees indicated that they learned how to use the Internet at their community senior center's computer lab.

"Senior Day in the Park" was also an ideal venue for publicizing the various USF medical clinics. Many attendees stated that they never knew USF had any medical clinics. Several seniors asked how to find a particular type of doctor. Brochures on the

USF Physicians Group, Diabetes Center, and Parkinson's and Movement Disorder Clinic were useful.

Sharing information was a two-way street. The SHS librarian received a lot of information about programs and services for the elderly. Contacts were made with city, county and state agencies that may be useful for future reference referrals.

Benefits of Outreach

Community outreach programs offer numerous opportunities for libraries. Community outreach increases a library's visibility and value to its parent organization. By partnering with local civic and educational organizations, the SHS library was able to enhance health awareness and provide consumer-health resources to a variety of nontraditional customers. Each one of these simple events has increased USF's visibility and goodwill in the community. The events have given the Library an opportunity to have a positive impact on our fellow employees, partners in health care, children in the community, and active seniors by providing health education in relaxed and comfortable settings. The Library collaborated with affiliated medical centers and created new ties with non-profit organizations, county schools, and city and state agencies in cooperative venues.

Each event has increased the event coordinator's confidence in her ability to reach out to the Tampa Bay community in a positive way. As information specialists, librarians do have something important to share with the larger community, and our efforts can make a difference in the lives of individuals and the community.

Karen Keene is a Reference/Systems librarian at the University of South Florida's Shimberg Health Sciences Library in Tampa and an adjunct librarian at St. Petersburg College's Health Education Center Library in Pinellas Park.

Notes

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FLA Hurricane Relief Fund

FLA has established a Hurricane Relief Fund to aid libraries and library staff adversely affected by hurricanes in 2004 and is partnering with the State Library and Archives of Florida to coordinate hurricane-relief efforts for libraries statewide.

FLA members are encouraged to assist Florida's libraries by contributing to the Hurricane Relief Fund. Contributions may be sent to:
The Florida Library Association
1133 W. Morse Blvd., Suite 201
Winter Park, FL 32789



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Finding Florida Publishers

By Joyce Sparrow



key component in the development of library Florida collections is knowing which publishers to monitor for new releases, especially if the print catalogs don't always make it into your department mail slot.

The Reference USA database offers a list of 234 Florida book publishers; the *Florida Business Directory* offers an equal number, small and vanity presses included. When perusing bookstore and library shelves for Florida books, you will find that many are published outside the state by both large and small publishing houses. Nevertheless there are still a few Florida publishers that focus on important nonfiction and reference materials.

Pineapple Press in Sarasota, the University Press of Florida in Gainesville, and the Bureau of Economic and Business Research at the Warrington College of Business Administration at the University of Florida, stand out as major contributors of new Florida materials. Maupin House in Gainesville

is a major publisher of education materials. Great Outdoors Publishing in St. Petersburg rounds out the list of publishers that should be reviewed regularly. All emphasize making information about Florida available to a national audience.

- Pineapple Press (pineapplepress.com) was founded in 1982 and promotes books on Florida's arts, folklore, history and environment.
- University of Florida Press (upf.com), the scholarly publisher for the State University System representing ten universities, publishes books that contribute to improving higher education and works of general and regional interest that promote Florida's historical and cultural resources.
- BEBR, the Bureau of Economic & Business Research (bebr.ufl.edu) collects data and conducts research on economic and demographic trends in Florida, including such works as the Florida Statistical Abstract.
- Maupin House (maupinhouse.com)

publishes classroom-tested professional resources for K-12 teachers, with emphasis on language arts.

- Great Outdoors Publishing Company (floridabooks.com) is a provider of Florida books featuring natural and recreational topics including titles on fishing, boating, seashells, gardening, cookbooks, and wildlife.

In addition, the Miami area has several Spanish language book distributors, including Editions Universal (ediciones.com) that features books written in Spanish in general with emphasis on Cuban and Latin American subjects. Astran, Inc. (astranbooks.com) distributes Spanish language books for children, as well as, best selling books for all audiences. Santillana USA (santillanausa.com) offers Spanish language literature and education materials. For information on Florida publishers, small presses, and authors, go to the Florida Publishers Association Web site (<http://www.flbookpub.org/>).

Klinkenberg, Jeff.

Seasons of Real Florida. University Press of Florida, 2004. ISBN: 0-8130-2713-6 261 pgs. \$24.95

I discovered the enchanting writing of Jeff Klinkenberg, a feature writer for *St. Petersburg Times*, when I first relocated to Florida and was encouraged by a friend to learn more about the state by reading its fiction and nonfiction. Klinkenberg's collections of essays about Florida (*Real Florida* and *Dispatches from the Land of Flowers*) made me want to love this quirky place.

In this latest work, which is a part of the University of Florida Press's Florida History and Culture series, Klinkenberg continues his examination of the places and people that define authentic Floridian society. Like a dip in the warm waters of the Gulf of Mexico, each essay immerses the reader in a place to meet a person who defines the aspects of real Florida that go beyond the amusement parks and shopping malls.

New Books of Interest

Readers meet Miss Ruby who sells fruit and plywood paintings, a shell seeker from Cayo Costa, flamingo curators, and fish house and barbeque restaurateurs. The collection has an equal balance of essays on Florida's culinary delights, its delicate environment, and its homespun residents. Writers and readers alike will appreciate this book. It is also a great choice for book discussion groups.

DeWire, Elinor & Dempster, Daniel E.

Lighthouses of the South. Voyageur Press, 2004. ISBN: 0-89658-603-0 160 pgs. \$29.95

This beautiful pictorial book on southern lighthouses is accompanied with text that emphasizes the preservation of these majestic treasures. Elinor DeWire, who has been



Key West Lighthouse. Photo courtesy of Florida Photographic Archives.

Florida Library Association

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researching and writing about lighthouses for the past twenty-five years, continues her Voyageur Press regional series on historic lighthouses. Outstanding photographs by award-winning photographer Daniel E. Dempster accompany DeWire's informative text, which includes the history and design of thirty-one Florida lighthouses from Sanibel Island to Anclote Key and from Cape Canaveral to the Dry Tortugas. Other lighthouses included are from Virginia, the Carolinas, and Georgia. The book also contains adventure tales and information about lighthouse families and ghosts. It is an excellent addition to library collections and also a good choice for book talks.

Eaton, Darlene H.

The Osceola Community Club: A Novel. Nashville, TN: Cumberland House Publishing, 2004. ISBN: 1-58182-399-1 \$20.95

Jacksonville author Darlene Eaton has created a cookbook novel set in Osceola. Cassandra Burquette finds herself back in Osceola on a shopping day trip. In a used bookstore she stumbles upon a copy of a community cookbook that was published in 1958, the year she was twelve years old. Perusing the cookbook, Cassandra begins to reminisce about her summer of discovery with her cousin, Della, with whom she shared all the craziness of early adolescence. The book is full of strong personalities including cads, grandmothers, and pastors intertwined among recipes, gossipy tales and side notes on the ladies (and one man) who contributed recipes to the cookbook. *The Osceola Community Club* is a saucy, silly, light, but fascinating read.

"Florida Reads" is compiled by Joyce Sparrow, librarian at the Juvenile Welfare Board of Pinellas County. Contact her at jsparrow@jwbpinellas.org.

Scenes from the 2004 Conference



Speakers and Candidates for ALA President Barb Stripling and Michael Gorman join incoming FLA President Derrie Perez, outgoing FLA President John Szabo, and FLA Vice-President/President-Elect Nancy Pike.



Above, Guest Speakers Barb Stripling, Gerald Hodges, and Michael Gorman.



At left, the Fourgettables entertained conference attendees at the opening session.



At left, 2004 FLA scholarship recipients