

The Nor'ester

Newsletter of the Northeastern Maine Library District

Spring 2008

Maine Regional Library System Celebrates 35 Years!

Our press release: Please feel free to copy for use in your own library or local newspaper.

Have you ever wondered what to do when a book or magazine article that a patron has requested is not available at your library? The answer is easy! Request the item through interlibrary loan.

Interlibrary loan is just one of the many benefits provided to Maine citizens and libraries under the Maine Regional Library System, which celebrates its 35th Anniversary in 2008. Besides interlibrary loan, the system includes a library purchasing cooperative with discounts on books, furniture and equipment; consultant services for administration, continuing education, collections, and technology; and cooperative projects among libraries.

The System also provides for an **Area Reference and Resource Center** in each of three library districts, Northeastern, Central and Southern. The Bangor and Portland public libraries and the Maine State Library in Augusta offer interlibrary loan, information services, and free district cards in their respective districts.

Over 1,000 libraries have joined the System, ranging from tiny island libraries to large urban libraries. Not only public libraries are eligible, but also hospital, academic, school and special libraries. Although most states have regional library systems, Maine's Regional Library System had a special advantage from its beginnings back in 1973. While many states organized only their public libraries, Maine included all types of libraries in its regional system. The system, established under Public Law 626, is administered by the Maine State Library in Augusta.

A special celebration of the 35th anniversary was held at the **State Capitol's Hall of Flags in Augusta on January 15, 2008**. State Senate President and Freeport Library Director Beth Edmonds opened the press conference. The celebration was held during Maine Libraries Week that took place from January 13 to 19, 2008. Held the second week each January, Maine Libraries Week was established in 2004 by Governor John Baldacci.

For further information about the Maine Regional Library System visit <http://www.maine.gov/msl/libs/districts/>

Maine Library Community Calendar

Where do you go to find out what meetings are being held in your district? When is the next MLA meeting? How do I sign up for the Spring Council Meeting? The answer is the **Maine Library Community Calendar Schedule of Events and Workshops**. All events hosted by the Northeastern Maine Library District will appear in RED. The events that require sign up are designated by the underlined event titles. **It is important to sign up for all events you plan to attend.** Once you have registered for your first event you will be able to "Display Your Personal Schedule" to see the events for which you are currently signed up for and to cancel events that you are no longer able to attend. If you have registered for an event you must give 48 hours notice of cancellation.

To view the Maine Library Community Calendar go to:

<http://evanced.info/maine/evanced/eventcalendar.asp>

NMLD Executive Board

Anna Carr - Northeast Harbor Library
Cynthia Jennings - Old Town Public Library
Jane MacDonald - Mount Desert Island High School
John McManus/S - Millinocket Memorial Library
Paula Maker - Washington Academy
Linda Packard/VC - Guilford Memorial Library
Sonja Plummer-Morgan - Turner Memorial Library
Marianne Thibodeau/C - University of Maine, Machias
Anna Tremblay - Fort Fairfield Middle/High School

Ex-Officio

Linda Lord - Maine State Library
Barbara McDade - Bangor Public Library
Valerie Osborne - Northeastern Maine Library District

The NMLD office is located in the Bangor Public Library.
145 Harlow Street, Bangor, ME 04401
207-947-8336 or 1-800-427-8336
District Consultant: Valerie Osborne
email: Valerie.Osborne@bpl.lib.me.us
Administrative Assistant: Jenny Melvin
email: jennym@bpl.lib.me.us

Check Out What's Coming Up For Events In 2008!

Public Library Directors' Institute

The 12th Annual Public Library Directors' Institute will be held at the Augusta Civic Center on June 9th and 10th. Public Library Directors' Institutes are held to offer information about management issues and to provide networking opportunities.

On Monday, June 9th, there will be an orientation offered for new directors who have held the position for three years or less. This will be held at the Maine State Library.

Tuesday, June 10th, is an all day event. The morning will consist of a presentation by **Cheryl Bryan** "*The Library as Commons*" and breakout sessions on **Building Assessment, Creative Programming for Adults, and Readers' Advisory**. The afternoon will feature a panel discussion on "**Apples and Oranges - Dealing with Statistics**".

To register for this event go the MSL Calendar at <http://evanced.info/maine/evanced/eventcalendar.asp>

Calendar of Events

May 2	NMLD Spring Council Meeting, Brewer
May 5	Maine Lib. Assoc. Council Meeting, MSL
May 6	Maine Library Commission Meeting, MSL
May 8	Trustee Forum, Waterville Public Library
May 14	Trustee Forum, Rockland Public Library
May 21	Trustee Forum, Springvale Public Library
May 21	Trustee Forum, Ellsworth Public Library
May 22	Trustee Forum, Casco Public Library
May 22	Tri-County Librarians Meeting, BPL
May 28	Librarians That Lunch, BPL
June 9-10	National Lib. of Medicine Training, Bates
June 9-10	Public Library Directors' Institute, Augusta
June 27	Mid-Coast Librarians Meeting, Washington
September	Library Card Sign-Up Month
September 12	Mid-Coast Librarians Meeting, Islesboro
September 26	FoML Annual Conference
October 3	Combined NMLD, CMLD, SMLD Fall Council Meeting, Augusta
October 23-24	Maine Libraries Conference, Bethel

For further details see the Maine State Library calendar at <http://evanced.info/maine/evanced/eventcalendar.asp>

NMLD Spring Council Meeting "Connecting Boys With Books"

May 2, 2008
Jeff's Catering
9:00 a.m. - 3:30 p.m.

Connecting Boys With Books: Boys are in trouble. All right, it seems boys are always in trouble, but this is serious. Boys are failing to read at an alarming rate. Libraries are not solving the problem because boys are not a presence in libraries. Find out how we lose boys, and why, what the consequences are for boys, and what we as librarians can do to save boys from lives as non-readers. Michael Sullivan brings more than fifteen years experience as a Children's Librarian and Library Director, storyteller, chess teacher, and author of the book *Connecting Boys With Books* (ALA, 2003) and *The Fundamentals of Children's Services* (ALA, 2005). He will share practical, proven, and sometimes offbeat suggestions on how to turn boys into life-long readers. Librarians, both school and public, are encourage to register a reading or classroom teacher who might benefit from this program

Michael Sullivan is the former director of the Greenland, Stratham and Center Harbor public libraries and an adjunct faculty member at Simmons College Graduate School of Library and Information Science in Boston. He is a national speaker on the topics of promoting reading to boys and library administration, having addressed national conferences of the American Library Association, the Public Library Association, as well as numerous state and regional library conferences. Sullivan is the author of "*Connecting Boys With Books*" and "*The Fundamentals of Children's Services*," both published by ALA Editions, the publishing arm of the American Library Association, and the "*Escapade Johnson*" series of chapter books for children, published by Big Guy Books of Carlsbad, California.

Register online at <http://evanced.info/maine/evanced/eventcalendar.asp>

The cost for the program is \$15.00

Maine Library Excellence Award

New For 2008!

This award will honor one or more public libraries that have provided outstanding service to their communities. The award is for either a successful ongoing program or a one-time program that occurred during the last three years. Nominations will be judged on service to the community, creativity and innovation, and leadership in creating model programs.

Application deadline changed to September 1st

Monetary award of \$500

Award to be presented during the Joint Council “*Libraries Futures*” Conference, October 3, 2008

Winners will receive:

- \$500 cash award
- Specially designed plaque
- Award presentation during Joint Fall Council Meeting
- 1-year loan of special award banner

Awards will be offered to libraries in two population categories:

- Libraries serving populations of 10,000 or more, and
- Libraries serving populations below 10,000

Submit “intent to apply” by **July 1, 2008** to: valerie.osborne@bpl.lib.me.us

For more information and to download entry forms visit
<http://www.maine.gov/msl/libs/districts/excellence/app.htm>

This program is sponsored by the Maine State Library, the Maine Library Association, the Friends of Maine Libraries, and the Maine Library Trustees Association.

Application Deadline: September 1, 2008

Social Networking/ Web 2.0 Resources

Many of you have already ventured into the world of social networking in the Web 2.0 world. For those of you who haven't, you might want to check out the sites below. You can be sure the teens in your communities and schools know all about them!

MySpace <http://www.myspace.com>

Facebook <http://www.facebook.com>

Skype <http://www.skype.com>

Flickr <http://www.flickr.com>

De.licio.us <http://delicious.com>

RuneScape <http://runescape.com>

Second Life <http://secondlife.com>

Ineem <http://ineem.com>

Photobucket <http://photobucket.com>

Check out the February issue of VOYA to learn more about how you can use social networking sites to connect with teens.

Library Makeovers

The very successful “Library Makeovers” project of the Maine Regional Library System will continue in 2008. Public libraries in towns under 7,500 were notified the first week in April about the guidelines and schedules. A simple one-page application and photos of the library are all that is needed to apply. This wonderful project was started by the Southern Maine Library District. Shirley Helfrich, the SMLD consultant, has done a remarkable job tweaking the makeover idea to fit Maine's small libraries. There are 14 Maine libraries from Kingfield to Orr's Island that have benefited from her venture. For the first time this year all three library districts will be a part of the application process. Five libraries will be selected for a one-day makeover that will take place this summer. Each winning library will receive a small stipend to help with furniture and equipment purchases. For more information check out this link: <http://maine.gov/msl/libs/districts/makeover/>

What Do You Know About MARVEL?

Our press release: Please feel free to copy for use in your own library or local newspaper.

The Maine Regional Library System is pleased to announce a new DVD entitled *The Marvels of MARVEL! Maine's Virtual Library* starring Maine humorist Tim Sample and Rockport Library Director Molly Larson. *The Marvels of MARVEL!* was filmed by Maine filmmaker Jeff Dobbs at the Southwest Harbor Public Library. The video was released in January and is available at your local public library, on some local access television stations, and on the web at <http://www.maine.gov/msl/marvelvideo/>. The making of this DVD was made possible through a grant from the Bill and Melinda Gates Foundation's Rural Sustainability Project.

What is MARVEL!? When Tim Sample asked Molly Larson to explain MARVEL! she said, "MARVEL! is a collection of newspapers, magazines, journals, encyclopedias and other trusted reference resources. The only difference from the print items is that this is available on your computer." According to Larson MARVEL! is just one of the credible sources available to all Maine citizens to help them find information that can be trusted. If a Maine library was to purchase subscriptions to all the magazines, journals, newspapers, and encyclopedias found on MARVEL! in a print format it would cost a community in excess of \$500,000. There are 272 public libraries in Maine. It is doubtful that even the largest of Maine's public libraries could afford this incredible resource. Every school in Maine also has this resource available for their students and teachers.

One of the questions that Sample asks in the DVD is if MARVEL! is available to all Maine citizens, where does the money come from to pay for this resource? Funding comes from legislation, the joint efforts of the Maine State Library, the University of Maine-Fogler Library and the Public Utilities Commission, and MTEAF (Maine Telecommunications Educational Access Fund) commonly know as state e-rate. This collaboration makes statewide licensing of MARVEL! resources extremely cost efficient and provides these resources for every school, library and resident of Maine. According to state librarian J. Gary Nichols, "We are indebted to the Maine State Legislature for its support."

Everyone knows that there is a ton of free information on the Internet, so why is the state paying for MARVEL!? Ask anyone involved in the project or someone that has used these databases and they will tell you that MARVEL! provides content that is more reliable and relevant than what is available for free via many Internet sites. The vast majority of magazines and journals available through MARVEL! are not available for free on the Web or in any other electronic format. Just think, by a simple click of your mouse you can have access to Consumer Reports, Time, and Newsweek, but these are only a few of the hundreds available through MARVEL!

The decision to post two versions of the DVD online was easy. The Maine State Library wanted to be sure that the DVD was available to all Maine citizens. With the help of the Outreach division of the Maine State Library one version of this 22-minute video is captioned. All libraries will be able to point to this captioned version for their hearing impaired citizens, those whose second language is English, people with cognitive disabilities, those that are homebound, and for those who just plain like reading and hearing information simultaneously.

You can access MARVEL! from work or home by logging on to <http://www.maine.gov/marvel/>

MARVEL! Maine's Virtual Library

Thousands of magazines, newspapers, and reference books are available anywhere in the State of Maine through the online resources of MARVEL! Maine's Virtual Library, a service of Maine InfoNet.

Maine Regional Library System Purchasing Cooperative

SCOOP - Maine Regional Library System Purchasing Cooperative

The SCOOP contract for 2007-2009 with the vendor discount catalog and information can be accessed with necessary librarian permissions at <http://www.maine.gov/msl/libs/districts/scoop.htm> . This is a password-protected site. If you lost your username and password, please contact the office at 947-8336 ext. 114 or 116.

Mission Statement

The purpose of the Maine Regional Library System purchasing cooperative known, as SCOOP is to help member libraries purchase specified materials at the best possible price and in a timely manner. The types of items included are those typically kept in stock by traditional print, multi-media, library furniture, equipment and supply wholesalers who sell to libraries and bookstores. This coop does not include subscriptions or any materials that require a license.

Eligibility

All members of the Maine Regional Library System are SCOOP Members. MRLS members are listed on the library's District website's:

- Central Maine Library District members
- Northeastern Maine Library District members
- Southern Maine Library District member

Individual Library Responsibilities

All ordering, shipping, and invoicing will be from and to individual libraries. Individual libraries must contact a chosen vendor to establish a new account, specifying that it is a SCOOP member and citing that vendor's bid number. Failure to do so may result in a library's not receiving the full SCOOP discount. Carefully note exclusions and details for individual vendors. Since it is impossible to provide the details of all vendor processing and shipping terms, it is incumbent on the individual library to verify these when setting up an account. School librarians are reminded that this discount is intended for purchase of materials for the library - not for teachers.

SCOOP Vendors July 1, 2007 - June 30, 2009

Print and Multi-media Materials

Audio Editions
Baker & Taylor
Bolinda Publishing, Inc.
Bound-to-Stay-Bound
Brodart Co.
Davidson Titles, Inc.
Garrett Book Company
Ingram Library Services Inc.
The Library Store
Perma-Bound
Sagebrush Corporation
Scholastic Library Publishing, Inc.
Taped Editions, Inc.
Whitcomb Associates

Equipment, Supplies and Furniture

Barcode Discount Warehouse
Borroughs*
Brodart Co.
Creative Dataproducts
Demco, Inc.
Gressco*
Highsmith, Inc.
Library Bureau
The Library Store
Palmieri Furniture*
School Furnishings, Inc.
Taped Editions, Inc.
TMC Furniture*
Tucker Library Interiors, LLC

Watch the website for new vendors for the 2008-2009 contract year!



MCF Awards Rudman Grants

Congratulations to the following libraries who were awarded a total of \$36,000 in grants by the Rose and Samuel Rudman Library Trust.

Abbott Memorial Library
Brewer Public Library
Buck Memorial Library
Calais Free Library
Cary Library
Dorcas Library
Eastport Public Library
Edythe Dyer Community Library
Ellsworth Public Library
Florence Sturdivant Public Library
Frenchboro Public Library
Frenchman's Bay Library
Gibbs Library
Great Cranberry Library
Guilford Memorial Library
Henry D. Moore Library
Ivan O. Davis Liberty Library
Jackson Memorial Library
Jesup Memorial Library
John B. Curtis Free Public Library
Long Lake Public Library
Lubec Memorial Library
Matinicus Island Library
Milbridge Public Library
Newport Public Library
Palermo Community Library
Sangerville Public Library
Searsmont Town Library
Shaw Public Library
Sherman Public Library
Stewart Free Library
Swan's Island Library
Thomaston Public Library
Thompson Free Library
Vinalhaven Public Library
Vose Library
Waldo Peirce Reading Room
Whitneyville Public Library
Witherle Memorial Library
Woodland Public Library

New Appointments, Retirements, and Resignations

New Appointments:

Jackie Ayotte, Long Lake Public Library, St Agatha

Leslie Kelly, University of Maine, Fort Kent

Linda Menard, Aroostook Medical Center, P.I.

Linda Morrill, Lincoln Memorial Library

Peggy O'Kane, Coordinator of Reference and Research Services, Maine State Library

Melissa Smith-Rappa, Milbridge Public Library

Resignations:

Peggy O'Kane, Northern Maine Community College

Tamara Race, Aroostook Medical Center, P.I.

Retired:

Morna Bell, Milbridge Public Library

Sharon Johnson, University of Maine, Fort Kent

Mary Welsh, Frenchman's Bay Library, Sullivan

CMLD Consultant Retires

CMLD Consultant Bonnie Dwyer was honored at a reception at the Maine State Library on November 29, 2007. In her nine years as consultant, Bonnie worked on a wide range of projects and programs including Baxter the new Maine library mascot, weeding workshops, and statewide public relations. She plans to spend more time with her family and to conduct quilting appraisals during retirement.

Best wishes Bonnie!

2008 Chickadee Award Announced at Reading Round-Up

The Chickadee Award for 2008 goes to **Aliens are Coming** by Meghan McCarthy. In second place is **Duck and Goose** by Tad Hills and **Bats at the Beach** by Brian Lies placed third. According to members of the Chickadee Award Committee, 11,673 votes were cast this year.

The Chickadee Award is a picture book award program for children in kindergarten through fourth grade. This award is given annually to one of ten picture books nominated by a committee of teachers, librarians, and early literacy professionals. Each year the books are chosen from those published in the previous year and are selected because they present a solid original story and artwork that supports and extends the text.

If you want a sneak peek at the 2008-2009 titles, please visit the Chickadee web site at <http://chickadeeaward.org>. Mary Hazelton, a member of the committee, has requested that anyone who has photos of Chickadee Award activities at their school or public library and would like to share them on the Chickadee website, please email her at mhazelton@GWI.NET.

Nancy Grant Receives the Honor of Library Media Specialist of the Year

At its fall conference on November 10, 2007 the Maine Association of School Libraries (MASL) announced that Nancy B. Grant, Library Media Specialist of Penquis Valley School was the recipient of the 2007 Walter J. Taranko School Library Media Specialist of the Year. The award was presented at the MASL fall conference at Herman High School. Ms. Grant was nominated for this award by the principal, assistant principal, school guidance counselor and two classroom teachers.

In his letter of nomination, school principal Scott Gordon describes Ms. Grant as "the consummate educator...she incorporates technology into every lesson that she teaches in the library.... She loves books and that passion is passed on to our children..." Ms Grant's involvement in the educational process does not stop at the doors of the Library Media Center. She has taught many workshops for staff as well as instructing students each day in the Library Media Center. She teams with teachers and administration on curriculum development, instructional strategies, and technology integration. Ms. Grant is the schools Maine Learning Technology Initiative (MLTI) leader, ensuring that teachers and students have adequate instruction in the integration and use of this important educational tool. Ms. Grant served as the chairperson for the recent NEASC reaccreditation visit. She is also very involved in the teacher certification process for the school district.

Ms. Grant's talents also extend beyond the Penquis Valley School. She is actively involved in the library field at the state, regional and national levels. As a member of MASL, she assisted in the development of the job description for library educational technicians and the job evaluation forms for school library media specialists that have been adopted state wide. She is the representative to the New England Educational Media Association (NEEMA). She has served on the national level as the affiliate representative to the American Libraries Association and the American Association of School Libraries. Currently the technology chair for MASL, Ms. Grant is also a past president of that organization.

Ms. Grant was awarded a plaque naming her the Library Media Specialist of the Year 2007. A \$500 donation in her honor was also made to her school library media program. This award is given annually in memory of Walter J. Taranko. During his career at the Maine State Library, Walt was a mentor, supporter and advisor for school library media specialists. This award recognizes the contributions to the profession of a school library media specialist on a local and/or state level. It is awarded annually.

Barbara Keef, Maine's 2007 Outstanding Librarian of the Year

The Maine Library Association presented its Outstanding Librarian Award to Barbara Keef, technology/reference librarian at the Windham Public Library, during the MLA Summit on November 16, 2007. **This annual award is MLA's highest recognition of distinguished achievement as a librarian in Maine.**

Barbara is known for her unyielding determination and undying dedication to the profession, the people of Windham, and the Maine library community. The Windham Public Library's Director Inese Gruber says, "In the library and in the community, Barbara is known for her uncanny ability to clearly identify a need and tenaciously fill it." During Barbara's years of service, she has been credited with improving customer services by redesigning the Library's service desks, helping to increase circulation through her creative thematic and art displays, and boosting program attendance with innovative and popular activities and events like the WPL's signature program "Tea @ Your Library."

She receives high praise from colleagues and patrons alike for her knowledge, skills and abilities in providing reference and information services. There are "good" librarians and "outstanding" librarians. A "good" librarian is measured by demonstrating the knowledge, skills, and abilities of the trade. An outstanding librarian is a role model who raises these very same qualities to a level of creativity and dedication that inspires colleagues and patrons. This certainly describes **Barbara Keef, Maine's 2007 Outstanding Librarian of the Year.**

Cream of the Crop

Each year publishing houses send thousands of review copies of new children's and young adult books to the Maine Examination Collection c/o the Southern Maine Library District. Local librarians review the books at SMLD monthly book review meetings. A "Cream of the Crop" Collection of the best titles published in the previous year is prepared for the Maine Regional Library System's Reading Round-Up Conference in April. The Collection contains about 120 books from preschool to high school age levels. After Reading Round-Up, the collection travels to libraries throughout the state for a year. At the end of the year it is disbursed and a new Collection is formed. If you are interested in hosting the collection of outstanding children's books in the 2008-2009 Traveling Cream of the Crop, go to www.maine.gov/msl/smlld/services/cream/index.htm NMLD Libraries are eligible to borrow the collection during the months of **June, July and August**.

Changes in Bindery Cooperative

Please note that the four Maine libraries serving as host sites for the Bindery Cooperative will no longer be handling this service. This decision was based on feedback from the host libraries and the Bridgeport National Bindery.

The only libraries continuing to serve as host libraries are the Bangor Public Library and the Maine State Library.

Effective immediately, if you have materials for binding, shipments should be sent directly to any bindery a library chooses (including the Bridgeport Bindery), or to the Bridgeport Bindery via Bangor Public Library and Maine State Library.

For guidelines and more information, please go to www.maine.gov/msl/lib/bindery.htm

Free Health Information Classes!

The NMLD office is working with Michelle Eberle from the **National Network of Libraries of Medicine-New England** to offer distance-learning opportunities for our member libraries. This winter 15 librarians took the online course *Beyond an Apple a Day: Providing Consumer Health Information at Your Library*. Librarians had the opportunity to improve their consumer health reference skills as well as earn 8 Medical Library Association contact hours. The class was free of charge because it is funded with your tax dollars through the National Library of Medicine, part of the National Institute of Health. This fall we would like to offer more distance learning classes:

MedlinePlus.gov and PubMed.gov: Your Connection to Quality Online Health Information

Come learn about the National Library of Medicine's **free** quality online health information resources for the consumer and experienced information searcher. MedlinePlus.gov and PubMed.gov are relevant for all librarians—school, public, academic, and special librarians! Get the inside scoop on what's new with both of these wonderful resources. (3 hr)

Savvy Library Services for Senior Health

Come learn to provide savvy services for senior health information. This program will address the health information searching behavior of seniors and how we can best serve them. The presenter will share lessons learned from outreach with senior citizens and their care providers. Participants will leave with enhanced knowledge of seniors' health information needs, resources for healthy aging and how to create meaningful programs for senior health information. (2 hr)

If you are interested in pursuing these educational opportunities please contact Valerie Osborne at Valerie.Osborne@bpl.lib.me.us

Useful Tips For Spreading the Word

One of the ways to spread the word about all the great things going on in your library is to get stories in your local paper. Frequent, well-written pieces help promote services and programs that will attract current and future patrons to your library. If you haven't done it yet, start developing a positive relationship with the folks at your local media outlets. Here are some simple tips to help you:

- Submit the press release early (preferably two weeks).
- Get it in the editor's hands, midweek because the paper is normally overloaded on Mondays.
- Identify 'PRESS RELEASE' clearly.
- When you send a photo be sure to label the back with the title of the press release.
- Send electronic attachment ONLY with permission.
- Reporters, editors and station managers are busy people. Don't pester them.
- If your release does not get published, follow-up with a call or e-mail and ask for ideas for improvement.
- When citing Web pages be sure the links are still working.
- Be sure you know the material you're promoting and an appropriate contact for follow-up information.
- Develop your own "go to" media list that covers all the relevant information on each source.
- If you live near a college or university be sure to use this as another promotional venue. Get the details on their press release policies.
- Be available for interviews (positive or negative news).
- Make sure essential people read your release before it is sent out.
- One press release is sufficient. Don't send a duplicate.
- If you don't have good quotes, don't use any.
- Be sure to double-check your facts.
- Have three different people proofread your release.
- Not everything is free; buy advertisement space when necessary.

For further reading try one of these titles:

McIntyre, Catherine V. *Writing Effective News Releases: How to Get Free Publicity for Yourself, Your Business, or Your Organization*. Colorado Springs, CO: Piccadilly Books, 1992.

Fletcher, Penny. *An Editor's Guide to Perfect Press Releases: The Key to Free Publicity For Your Organization or Business*. Charleston: SC: BookSurge Publishing, 2004.

Beckwith, Sandra, *Complete Publicity Plans: How to Create Publicity That Will Spark Media Exposure and Excitement*. Avon, MA: Adams Media Corporation, 2003.



Helpful Hints on Writing a Press Release

Have you ever written a press release for your library that you thought was absolutely fantastic only to have it passed over for publication by the editor? Your release might have been nixed for publication because of incorrect formatting in your submission. Editors want press releases that are properly laid out using the standard press release format. Here are some of the key components:

- ◆ 8 ½" x 11" plain white paper
- ◆ letterhead information at the top of the paper
- ◆ minimum one-inch margins
- ◆ it should be labeled as a press release
- ◆ date submitted
- ◆ release date
- ◆ contact information
- ◆ headline centered and in bold type
- ◆ Town or City followed by the body of the story doubled spaced
- ◆ ### or END at the end of the release
- ◆ avoid **bold**, *italics* or CAPS
- ◆ limit the submission to one page
- ◆ if you have to go to two pages, type "MORE" at the bottom of the first page
- ◆ on the second page, retype the title and date
- ◆ pages should be numbered "1 of 2, 2 of 2," etc.

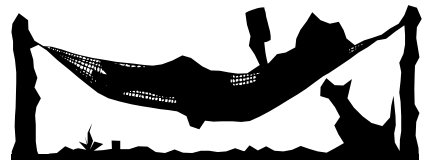
Don't rely on luck! Now that you have written that fantastic press release, developed a solid working relationship with your local paper, and followed the paper's publication guidelines you should see your work in black and white more often!

A Few Book Suggestions

Here are a couple of books that caught our attention since the last newsletter.

Hahn, Daniel, and Leonie Flynn, eds. *The Ultimate Teen Book Guide*. New York: Walker & Company, 2008. Authors and teen reviewers share their favorite books. Just about every genre is covered. There is a wide variety of YA and age appropriate adult books reviewed along with a host of spin-off suggestions. There is enough here to keep one reading for years! The editors did a great job of highlighting some really good "reads." Teen readers' advisors you will find this indispensable. If you enjoy YA literature you may want to purchase your own copy just so you can check off each title as you read it or add your suggestions in the margin! ISBN-13 978-0-8027-9730-8 \$26.95

Keen, Andrew. *The Cult of the Amateur: How Today's Internet is Killing Our Culture*. New York: Doubleday, 2007. This book is extremely thought provoking. Is life in the Web 2.0 world all its cracked up to be? Who are the experts these days? What about intellectual property? Sines, blogs, and Wikipedia—you can see where this is going? This book just screams—book discussion selection! ISBN-13 978-0385520805 \$22.95



Libraries Are Going Green

The April 2008 issue of *American Libraries* has an interesting article on going green. The article is called “Going for the Green” by Dorothy Waterfill Trotter. While MARVEL! does carry this magazine you might have to wait a couple of weeks before the current issue is posted. Whether it is building a new sustainable addition, a new facility or just making small improvements in your older building you might want to take a look at some of the web resources suggested by Catrina Coyle of the Monterey Public Library (CA).

Green Libraries (www.greenlibraries.org) list books and websites for green ideas and highlights libraries that have been built with sustainability in mind.

The U.S. Green Building Council (www.usgbc.org) **regulates standards** to help builders and architects in developing green projects.

There are even sites listed for eco-friendly librarians who are blogging on this very topic. For some valuable insights visit:

<http://Greeningyourlibrary.wordpress.com>

<http://www.ecolibrarian.org/>

<http://prairielibrarian.wordpress.com/green-libraries/>

Cerritos Public Library in California has created a site that deals with sustainable library building design. A download booklet was created to help librarians, building committees and trustees with the planning process. Check it out at <http://www.librisdesign.org/docs/SustainableLibDesign.pdf>

Print resources on sustainable renovation or new construction projects for all types of building projects are readily available.

NMLD Program Survey Results

Last fall 91 individuals from the NMLD completed a program survey with suggested programs that you would like to see offered by the district office. The five programs below received the most votes:

1. Reader’s Advisory for Teens
2. Book Clubs: How to Bring Them to Life
3. Teen Programming that Rocks
4. School and Public Libraries—How to Work as Partners & Super Librarian: How to add literacy services to your library with no time, no staff, and no money! (tied for votes)
5. Readers’ Advisory—Why It is Critical to Your Library’s Future

These topics will be incorporating into programming over the next couple of years. Thank you for sharing your preferences.

Reflections of a New Director: I've Died and Gone to Library Heaven...or what I've learned in my first years as a director of a small public library.

By Molly Larson

One morning I was unlocking the back door at the Rockport Public Library while the fog horn in the harbor sounded in that faraway mournful way. I thought that I had to be the luckiest person in the world—or at least the luckiest librarian—to be entrusted with a key to this special place. I thought I'd died and gone to library heaven.

Some librarians have the story of how they spent hours at libraries as children. They remember getting their first library card, or the name of their favorite children's librarian. My journey, starting with the Bangor Public library over 20 years ago and leading to this lovely little library on the coast of Maine, happened in part by a whim, a need for a job, and the fact that Bangor Public Library had an entry-level position open at the circulation desk.

I was wheeling my son in his stroller in the summer of 1984 on Harlow Street in Bangor, Maine, and my head just sort of turned upward toward the façade of the library. I remember thinking that it looked like a nice place to work, and I went in. That's it. One of the single most life-changing decisions I have ever made. I had never set foot in the Bangor Public Library prior to that moment and I had no prior library-related job experience. My degree was in elementary and special education.

Entering that building changed my life. I had not just found a new job, but a vocation. I did not seek out library work—it found me. In spite of not having my library degree, I was given opportunities to work in various departments from circulation, children's, reference, and at the computer help desk. I took advantage of opportunities outside my library by participating in training librarians statewide and by belonging to committees and library organizations. I've been lucky to have been surrounded by professionals who have truly been mentors by encouraging me to go beyond my own perceived capabilities.

After twenty-plus years at Bangor, I was looking for a new challenge. I didn't know at that point whether or not I would continue in libraries and I was actually exploring jobs outside the field. Then my friend (who is now my husband) read an ad in the local paper advertising for a library director at the Rockport Public Library. Rockport is a coastal community with a population of 3,209.

With a lot of encouragement from my library director, Barbara McDade, and others, I applied—but not before I made a visit to the Rockport Public Library. When I walked through its doors for the first time, I observed how warm and inviting it was. I remember thinking *this looks like a nice place to work*. I knew what happened the last time I thought that. It felt as right at Rockport as it did in Bangor many years ago.

I have learned so much and have gained greater understanding for what it means to be a director. I have six suggestions for new directors and reminders for seasoned directors that I hope will be useful:

First: **Remember the past.** With a reverence that is hard to describe, I have the privilege of watching over this library for a limited time. Rockport Public Library a wonderful video of its history. After watching it I came away with such an appreciation for the work of librarians and volunteers before me. All the librarians who have worked hard to get Rockport Public Library to where it is today deserve my best efforts during my watch.

Second: **Give back and be a mentor.** I have the responsibility to give back to others what has been given to me. The mentoring and professional support I have received from my colleagues in Bangor and throughout Maine will be passed along to my colleagues in Rockport or wherever my journey takes me. One of the greatest sources of joy to me is to tap into the talent around me. We have an excellent staff and I marvel at the artistic abilities, hobbies and talents my colleagues have that are just waiting to be turned into library programs! I have learned in my years of library work that this is a resource that is under utilized—*See, use, and appreciate this talent.* You'll have happier employees if you provide them opportunities to grow by using these talents in the workplace. It makes for a more interesting work environment because they get to do something other than their regular jobs and they are recognized as valuable members of the group because of their unique contribution to the library. This not only builds a stronger team but it also creates an atmosphere of mutual respect among coworkers. This same philosophy works for partnering within your community—either with patrons or organizations.

Third: ***It is not easy.*** I have realized that running a small library is one of the hardest things I have ever undertaken. It looks innocent enough from the outside. The staff of a small library performs the many functions large libraries do, with fewer people. I have gained a deeper appreciation for directors of small libraries everywhere and for directors in general. I now have experienced first hand many of the comments I used to hear when traveling the state. Before I heard them; now I *understand*.

Fourth: ***Participate, don't isolate.*** I have learned not to isolate myself by working too much and leaving no time for collaboration with other directors. Being a library director is very challenging. The work load and long hours can be exhausting. It can be isolating if you let it happen. I have learned the importance of reaching out to colleagues in other libraries or being involved in library organizations.

Fifth: ***Make it yours.*** While respecting the past, don't be afraid to try new ideas or introduce new programs. You might experience resistance at first. This is normal. People are not comfortable with change. Involving staff in the process is essential. I am reminded here of the directions on a shampoo bottle: lather, rinse, repeat. Sometimes it takes more than one try to get your idea across. Sometimes you need to try a different shampoo or shave your head.

Six: ***Make mistakes and give yourself a break.*** If you are afraid of making a mistake, then you're not stretching yourself professionally. It's scary. I hate making mistakes. I don't want others to know I'm not perfect even though I flaunt this fact on a regular basis. I don't seem to mind when others make mistakes... What's with that?

I think if I had not gone into library work, I would have liked to have been a promoter, a talent scout, a detective, or a teacher. How fortunate that I get to be all of these and more every day. I wish this for library workers everywhere...whether you have found your passion by a purposeful search, by accident, or serendipity—I hope you enjoy getting up and going to work everyday as I do. If not, I hope you find your passion. It could happen to you—even when you're just walking down the street.

Originally written on March 7, 2007 and edited in April 2008

Molly Larson

Rockport Public Library

P.O. Box 8

Rockport, ME 04856

<http://www.rockport.lib.me.us/>

mlarson@rockport.lib.me.us

Promoting MARVEL! With Tim Sample Cut Out

What are you doing at your library to promote MARVEL!? How about doing a display that features our own spokesperson, Tim Sample? The NMLD office has a 5' cut out of Tim that we would be happy to lend to any library that does a display or has an event promoting MARVEL! Contact Jenny Melvin jennym@bpl.lib.me.us in the NMLD office to make arrangements.

News From The ARRC: An Update from Barbara McDade

Just a reminder to all libraries in NMLD, it doesn't matter if you are on the delivery system or in a state consortium or not, if you can't find an item your patron needs, Bangor Public Library is the place to ask. You may send requests for materials by email, snail mail, fax or phone (just please, unless it's a real emergency, don't call between noon and 2 when we are short staffed because of lunch.) If your patron needs a reference question answered and you can't find that answer, our reference staff is ready to back you up and make you look good, so give us a call. And, if you want to know what other library staff procedures are or how library staff handles a problem, new technology or basic service, again just call and ask. We are here to help your library do its best. Let us know how we can help.

2008 Public Library Trustee Forums

The Maine Library Trustees Association (MLTA), the District Consultants of the Maine Regional Library System, and a dedicated group of library trustees are organizing the Forums to revitalize MLTA, and to help make library trustees a more effective force in promoting libraries and library activities in Maine.

Topics for the forums include:

- Core Responsibilities of Boards and Directors
- Discussion of Library Case Studies
- Tim Sample & MARVEL! Maine's Virtual Library
- Explanation of WebJunction and resources for library trustees.

Please encourage your trustees to attend at any location below:

Monday, May 5	Waterville Public Library	6:30-8:00 p.m.
Tuesday, May 6	Rockland Public Library	6:00-7:30 p.m.
Thursday, May 8	Springvale Public Library	7:00-8:30 p.m.
Wednesday, May 14	Ellsworth Public Library	6:30-8:00 p.m.
Wednesday, May 21	Casco Public Library	7:00-8:30 p.m.

October 3rd ~ You Just Have to Be There!

All three districts of the Maine Regional Library System will hold their fall council meetings at the Augusta Civic Center on **Friday, October 3rd, 2008**. In the fall of 2007 the three consultants received a grant that has made it possible for us to bring a nationally known and respected "futurist" Joan Frye Williams to Maine!

For more than 25 years, Joan Frye Williams has been a successful librarian, consultant, vendor, planner, trainer, evaluator, and user of library services. Since 1996, she has been an independent consultant specializing in innovation, technology, and the service needs and preferences of non-library "civilians."

Her many clients include libraries of all types and sizes, library consortia, state library agencies, professional library associations, library boards, library vendors, and architects.

Joan is best known as an acute--and sometimes irreverent--observer of emerging library trends, issues, and practices. She is an internationally recognized library futurist and designer of innovative library services.

So mark your calendars. You just don't want to miss this!

NMLD By-Law Changes

The Northeastern Maine Library District executive board is currently reviewing the district's by-laws. Any changes, additions, or deletions need to be posted 30 days prior to voting on these changes. When the executive board completes their work a notice will be posted to the various listservs to let the memberships know where they can view these changes. Voting will take place at the Fall 2008 council meeting on October 3, 2008.

GOOD LIBRARIES

WE ALL WANT GOOD LIBRARIES!

It's very simple. The goal of all Maine libraries involved in delivering public library services is to ensure that our communities have good libraries. But what characteristics define a "good library"? How do you know a library measures up?



GIVE YOUR LIBRARY THE TEST BY ASKING:

Does my library provide easy access to well-organized collection of materials and quality services?

Does my library satisfy state standards?

Does competent and qualified staff manage my library?

Does my library enjoy the support of its community?

Does my library understand and satisfy the needs of our community for information, recreation, and enrichment?

Is my library adjusting to the changes taking place in our community?

Does my library make maximum use of the resources that are available?

Does my library facilitate a planning process that solicits input from the community?

Does my library encourage the broadest possible use of its materials and services?

Does my library have a committed and effective board?

Is my community a better place to live and work because of my library?

How To Learn To Love Doing Your Annual Report By Linda Lord, Deputy State Librarian

Thank you to Felicia Kennedy, Data Coordinator, for her invaluable input.

How does the Maine State Library use the statistical information provided in libraries' annual reports?

A. To help Maine Libraries

Libraries in Maine have a tradition of working together to support one another. The annual reports are part of this support. By each library submitting its individual data, we can work as a whole, creating a single functioning library community, working for the same goals and purposes - to better serve the citizens of Maine, while at the same time helping each other.

Felicia Kennedy, MSL data coordinator reports:

"I get many, many requests every year from Maine libraries for statistical information, and each and every library in Maine is vital to making the reporting process accurate and useful for all Maine libraries." Libraries often want to compare their collection size, salaries, hours open and other information with libraries serving other communities of their size. Felicia can't provide this vital information, if you don't provide it to us. Felicia also points out that, "Annual reports also provide important directory information including contact information, library hours, trustee chairs and friends presidents. Take a few minutes to review the statistics and directory websites if you haven't already:

<http://www.maine.gov/msl/libs/statistics/>, <http://www.maine.gov/msl/libs/directories/>"

B. To Work with the State Legislature

When the State Librarian, Gary Nichols, goes to the legislature to ask for support for libraries: e.g. the MARVEL databases; MSLN and circuit rider support; and New Century Grants to name a few, it is critical that he know the current status of Maine libraries. Without that information, our requests for legislative support are hollow. I could compare it to a child asking for more allowance; the parent asking why - and the child replying, I don't know; I just want more. That never worked for me, and it doesn't work for libraries. For example, when Gary first asked the legislature for database (MARVEL) funding, he named some libraries in Maine that received only 3-5 periodicals and larger libraries that received several hundred. The disparity shown in the information he provided, helped equalize access to newspapers, magazines and reference books in all libraries across Maine.

C. To Obtain Federal Government Support

Library Services and Technology Act (LSTA) money from the federal government funds MSL's Outreach Services, which includes talking books and large print books, serving all visually impaired Maine citizens. It also funds our Books by Mail program. Did you know that the Outreach Services staff circulates 225,000 items through the mail every year (this includes Talking Books, Large Print Books and Books by Mail). This averages over 900 items per work day. To quote from ALA, "As of Feb 18, 2008, over 275 bills mentioning the word "library" have been introduced in this session of the U.S. Congress." The national statistical reports that Felicia prepares and submits, based on the annual reports you give us, help support federal legislation related to libraries. The data are used for planning, research, evaluation, and policymaking decisions by federal and state, officials.

The Maine library world is small, and the support that libraries of all types show one another has always been one of the things we admire most about it. Please be assured, when you submit your annual report, you are not only helping Maine libraries but libraries across the nation.

(Still haven't completed your annual report due April 1? Stop reading this newsletter and get at it. ☺ Felicia Kennedy (287-5620 or felicia.kennedy@maine.gov) will gladly talk you through every step of the online process which will make it easier for you next year.)