

## Dates to remember

Wednesday, October 16

[Digital Shift: Re-Inventing Libraries](#) webinar

Tuesday, October 29

[Listening to Your Community](#) webinar

Tuesday, November 5

[The New & Improved How to Write a Press Release](#) webinar

Friday, November 8

Library Commission will meet at 10:00 AM, Childer's Room, Charleston, WV

November 14-17

[AASL 16th National Conference & Exhibition : Rising to the Challenge](#)

## Geek the Library campaign promotes awareness of library funding issues

Forty-five West Virginia public libraries—more than half—are participating in Geek the Library, a statewide community-based public awareness campaign coordinated by the West Virginia Library Commission (WVLC) that began in September. The campaign highlights what people are passionate about and how libraries can support them—all in an effort to heighten awareness about the critical funding issues public libraries face.

The campaign introduces 'geek' as a verb and encourages the public to talk about what they 'geek,' whether it's engineering, superheroes or art. The public awareness campaign illustrates the fact that everyone is passionate about something—everyone 'geeks' something—and that the library supports them all.

Doddridge County Public Library Director Cathy Ash organized a successful "Geek the Library" event in West Union, WV on September 20. "At our high school homecoming game, we set up a sign saying, 'We Geek Football' with an enlarged picture of the football team."

"We gave away megaphones with 'Geek the Library' stickers on their sides and a bag of cheese puffs stuffed inside each one. We handed out 260 but could have given away many more." Director Ash and her Geek the Library staff also gave away tee shirts and balloons.



The Geek the Library campaign encourages community involvement. “We placed foam boards on a table where people could write what they geek—chickens, social media, football, cheerleading, crafts, skiing, horses, grandkids, quilting, flower gardening, reading, Sci-Fi, crocheting, zombies, helping the youth, baking pies, and much more.”

The We Geek Football sign is now hanging up in Doddridge County High School, according to Ash. “The boards are now at the library to allow our patrons to sign and tell us what they geek. We are giving them all ‘Geek the Library’ bags with Geek pamphlets, bookmarks and stickers in them.”

A [complete list of participating West Virginia libraries](#) is available on the campaign website.

The campaign’s goal is to start a conversation about library funding and inspire more people to take personal responsibility for keeping their local public libraries vital in their communities; many people do not know that libraries are at risk or that local funding for libraries is heavily influenced by community members.

The campaign website, [www.geekthelibrary.org](http://www.geekthelibrary.org), provides information about how people can get active and support their local library.

Geek the Library is sponsored by the Online Computer Library Center (OCLC), a nonprofit library cooperative. The campaign is supported by a grant from the Bill & Melinda Gates Foundation.

## National medal seeking nominations

Tell your patrons and supporters they can nominate your library for the 2013 National Medal for Museum and Library Service, the nation’s highest honor for exemplary service by museums and libraries. All types of nonprofit libraries are eligible to receive the honor. The award nomination deadline is October 31.

The National Medal honors libraries and museums that make civic, educational, economic, environmental and social contributions. Winning libraries will receive a \$10,000 award and be honored at a National Medal award ceremony in Washington, D.C.

More information is available on the IMLS website. [Nomination instructions and forms](#) are available online as well.

**PLEASE NOTE:** The deadline was extended to October 31 because of the government shutdown, but this change is not reflected by the IMLS website. IMLS will continue to accept hard-copy applications despite the government shutdown. Questions about the award should be directed to Michele Farrell, Senior Program Officer for Libraries at [mfarrell@imls.gov](mailto:mfarrell@imls.gov).



## Friends of Libraries Week, a free webinar, friends awards

United for Libraries is coordinating the eighth annual National Friends of Libraries Week October 20-26. As part of the celebration, United for Libraries Executive Director Sally Gardner Reed will present a free webinar, [How to Start a Friends Group](#), at 1:00 PM on Tuesday, October 22. The webinar will be archived and available on their website in early November.



National Friends of Libraries Week offers a two-fold opportunity to celebrate friends –

(1) promoting the group in the community, raising awareness and increasing membership, and (2) giving libraries and boards of trustees the opportunity to recognize friends for their help and support of the library.

Friends groups, library trustees and library staff can access a variety of online resources to help them celebrate National Friends of Libraries Week. Materials available on the [United for Libraries website](#) include promotional ideas, editable publicity materials, camera-ready bookmarks, ideas from past celebrations and much more. Those celebrating the week are encouraged to share their activities by emailing [united@ala.org](mailto:united@ala.org).

**THERE'S MORE:** United for Libraries is pleased to announce a seventh year of awards in conjunction with National Friends of Libraries Week. Two awards of \$250 will be given to Friends of the Library groups for activities held during National Friends of Libraries Week. [Application materials](#) are available online. Entries are due by December 2. For more information, visit the [United for Libraries website](#) or contact Jillian Kalonick at (312) 280-2161 or [jkalonick@ala.org](mailto:jkalonick@ala.org).

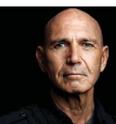
## AASL releases executive summary of 2011-2012 NCES Schools and Staffing Survey

The American Association of School Librarians (AASL) has released an executive summary of the [2011-2012 National Center for Education Statistics \(NCES\) Schools and Staffing Survey \(SASS\)](#). Prepared by the AASL research and statistics committee with data analysis by Sue Kimmel, the summary highlights findings relevant to the school library profession and areas inviting further study.

## AASL encourages early registration for its 16th National Conference & Exhibition

The American Association of School Librarians (AASL) encourages members planning to [register for the AASL 16th National Conference & Exhibition](#) to do so before the October 17 advance registration deadline. On October 18, registration rates will be raised \$50. The conference, themed "Rising to the Challenge," will be held November 14-17 in Hartford, Connecticut. The event is the only national conference dedicated solely to the needs of school librarians and their role as educational leaders.

The conference will feature more than 130 concurrent sessions designed to position school librarians as the core component of 21st-century teaching and learning. Session topics include implementation of the AASL learning standards and program guidelines along with the Common Core State Standards, promoting school librarians as partners in the teaching process and addressing the needs of a new generation of students. This year, a new series of author sessions will be available for conference goers at no additional cost. These sessions, led by authors, focus on hot topics in school library programs today.



## Group encourages discussion of library outreach and communications via Facebook

The Association of Library Communications and Outreach Professionals (ALCOP) has created a [Facebook discussion group](#). According to the page, “ALCOP connects marketing, public relations, special events, fundraising, outreach, and program development professionals for public and academic libraries.”

ALCOP’s vision is to “create a platform that connects professionals committed to promoting libraries. Through the exchange of information, we hope to build a resourceful community that will move libraries a step ahead.”

## Send E-Rate comments to the FCC

The Federal Communications Commission (FCC) is asking the American public for final comments on ways to improve the E-Rate program. The International Society for Teaching in Education (ITSE) has [provided an online form where you can submit your comments](#). According to ITSE, “It is critically important that you take action today. Raise your voice to the FCC and ask your colleagues to do the same. Together we can bring high-speed broadband” to our nation’s libraries and schools. The deadline to submit comments is October 16.

## Programming Librarian offers *marketing* articles



The Programming Librarian website offers a number of online articles of interest. For example, in [Getting Personal: How Public Libraries’ Best Resource for Promotion Always Has Been and Always Will Be Library Staff](#), Celise Reech-Harper, Associate Director of the Beauregard Parish Public Library in Louisiana, notes that “Staff members are the most immediate sampling of the community, so establishing their investment in and connection to library events should be your first step in building successful library promotion initiatives.”

Other interesting articles include:

- [Getting the Word Out: A Crash Course in Program Marketing](#)
- [Marketing and PR for Cultural Programs](#)
- [Repackage, Rebrand, Relaunch: Making Old Programs Look Like New](#)
- [TRW at the Marion County Public Library System](#), about our own Marion County’s Teen Read Week program.

## Webjunction offers *reader advisory* information

The WebJunction website offers valuable articles on developing a readers’ advisory, such as [Readers Advisory to the Rescue: Become an RA Superhero](#) by Megan Knapp. She notes that a “Readers Advisory can extend far beyond patron interviews—into reading lists, displays, and other creative combinations of books and interests.”

Also note WebJunction’s extensive list of [Readers Advisory resources](#).

## Apply for a *Lives change @ your library* grant

Libraries of all types are invited to apply for a \$3,000 grant that will be awarded to the best public awareness campaign promoting the theme *Lives change @ your library* during [National Library Week](#) (April 13-19, 2014). To apply for this year's grant, [complete the electronic application](#). The deadline for grant applications is November 8, 2013.

The grant is sponsored by Scholastic Library Publishing, a division of Scholastic, the global children's publishing, education, and media company, and is administered by the Public Awareness Committee of the American Library Association (ALA).

The winner will be notified and announced following the 2014 ALA Midwinter Meeting in Philadelphia. Last year's [winning application](#) (PDF) from the Salinas Public Library is available on the grant website.

For more information contact Campaign Coordinator Megan McFarlane at (800) 545-2433, ext. 2148, or at [mmcfarlane@ala.org](mailto:mmcfarlane@ala.org).

## ALA seeking nominations for libraries on the cutting edge

The American Library Association is now soliciting submissions for the best library practices using cutting-edge technology. This is a great opportunity for libraries to be recognized for the work they are doing to offer innovative services. Nominations must be submitted by November 15. Winners will be announced at the upcoming January 2014 ALA Midwinter Meeting. Libraries selected for the recognition will be featured in a program at the 2014 ALA Annual Conference, highlighted through ALA publications and publicized via ALA Web channels. To learn more [visit the ALA website](#).

## Webinars and other training

- **ProgrammingLibrarian.org webinar shares resources and tips for successful civic engagement programs**, November 5 at 4:00 PM. This free, one hour webinar will present books, videos and other guides available to help librarians bring their communities together to talk in productive, civil and interesting ways. The webinar is the fifth in a civic engagement series. It is sponsored by the American Library Association (ALA) Public Programs Office and ProgrammingLibrarian.org.
- **How to Discuss E-Books with Patrons**, December 5 and 12 at 3:30 PM. This workshop in two 90-minute sessions will help you dramatically improve your e-book and technology skills, handle a range of patron e-book questions and be able to use e-book resources. [Registration is available online](#). The price is \$75.
- **Here There Be Dragons: Public Access to Federally Funded Research**, January 24, 2014, from 8:00 AM to 4:00 PM, and part of the ALCTS Midwinter Meeting and Exhibits Conference in Philadelphia, PA. This symposium from the Association for Library Collections and Technical Services (ALCTS) offers a unique opportunity to explore the complex issues surrounding the collection, organization, delivery and preservation of federally funded research.



In February 2013, the White House Office of Science and Technology Policy issued a memorandum directing federal agencies to expand public access to the results of taxpayer-funded research. Several means of addressing this mandate, including [CHORUS](#) (offered by the Association of American Publishers) and [SHARE](#) (offered by the Association of Research Libraries), have been proposed.

Registration is through the [ALA Midwinter Meeting and Exhibits registration form](#) and is \$219 for ALCTS members, \$269 for ALA members, and \$99 for students and retired members.

- **Red-Hot Crime for the Coldest Months**, October 29 at 2:00 PM. Mystery is the most-circulated genre in libraries. Join Keir Graff, editor of Booklist Online, as representatives from Books on Tape, Macmillan, Oceanview, Open Road, and Severn House preview books from their forthcoming lists. [Register online for this free webinar](#) from ALA Booklist.

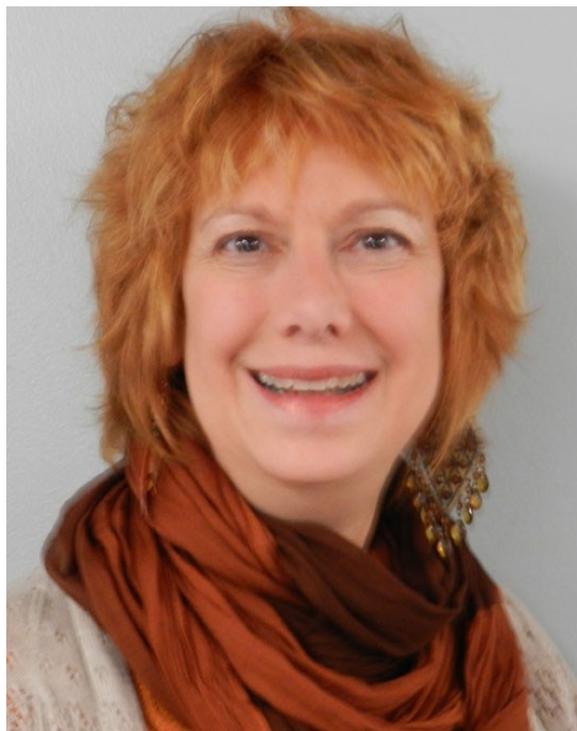
## Hayden receives Dora Ruth Parks award

Susan G. Hayden, Adult Services Consultant for the West Virginia Library Commission, has received the Dora Ruth Parks Award for long and meritorious service to West Virginia's libraries. The announcement was made at the 2013 West Virginia Library Association Conference in Shepherdstown.

Hayden, a native of Huntington, has been employed with the West Virginia Library Commission since 1999. In her current role at the Commission, Hayden is responsible for coordinating and providing training in library programming for adults; coordination of the [West Virginia InfoDepot](#), which provides numerous databases to all West Virginians; and overseeing many activities of the [West Virginia Center for the Book](#), an affiliate of the Center for the Book at the Library of Congress. The Center works to promote reading and appreciation of West Virginia's unique literary heritage.

Hayden was nominated for her award by her supervisor, John Paul Myrick, Director of Library Development. In his nomination, Myrick said "I have never seen a librarian display more professionalism than Susan. She has left an indelible mark on libraries in this state. Beyond her children and grandchildren, the people of this state are closest to Susan's heart, and everything she touches in terms of her work is in the best interests of the people of this state."

Hayden is a resident of South Hills, and had two daughters, Hayden and Abby, and two grandchildren. She received her Master's in Library Science from Vanderbilt University and her undergraduate degree from Western Kentucky University. Prior to coming to the Commission, Hayden was Marketing Director for the University of Kentucky Press.



The Dora Ruth Parks Award was created by the West Virginia Library Association in 1970 to honor longtime West Virginia State Librarian and Library Commission Executive Secretary Dora Ruth Parks. Its past recipients include former State Librarians Frederic J. Glazer and James D. Waggoner, and other notable librarians who have rendered long and outstanding service to the people of West Virginia.

Also at the Conference, the Association announced the creation of the John D. Rockefeller Award which will be given to political officials who have strongly improved libraries through legislative work. Senator Rockefeller (D, WV) will be presented with the first award in November for his longtime support of libraries, particularly in helping libraries bridge the digital divide. His work to provide e-rate funding for schools and libraries has helped place high-speed Internet access in all public libraries and in schools across West Virginia and the nation. Rockefeller will retire from his Senate post in 2014.

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## ***Library Lookout***

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