

# MERIDIAN MONITOR

MERIDIAN LIBRARY SYSTEM

APRIL/MAY 2010

## ***Your System Board:***

*Christie Behle  
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Ann Matzke  
Charlotte Rasmussen  
Christine Walsh  
Janet Wilke  
Joan Davis, Emeritus*

**Beginning with the August/September 2010 issue, this newsletter will be published on-line only. We will send an e-mail with the link when each new issue is published.**

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Meridian](http://www.nlc.state.ne.us/system/Meridian)

Save this date:

## **Bridging the Gender Gap: Enticing Boys to Books Workshop**

We are bringing nationally known speaker Carol Fiore to Nebraska to speak on boys and books. We have never addressed this very important topic before and we hope many of you will plan to attend!

There are two sites:

Aurora Public Library on September 14th or  
Ole's Restaurant in Paxton on September 15th

## **School's Out @ Your Public Library: Program Ideas for After School from the Texas State Library**

Before you start a program:

- Look at community need
  - Travel issue
  - What type of program?
    - Age group club
    - Subject specific program
    - Seasonal program
    - Cultural program
  - Budget
    - Be realistic about what you can do
  - Staff – use volunteers
  - Format
  - How long will program be?
  - What time will it start? What day of week?
  - How many kids do you expect?
  - Will you have stations with staff to man them?
  - Will there be a book talk or story?
  - Registration: pre-register and have limited amount?
  - Policies: serve food or take pictures – get parental release
    - Are parents allowed?
      - You can register one week prior to program. No waiting list.
- Check-in at desk and get a stamp on hand. If not full up at 10 minutes into the program, drop-ins are allowed in. Need photo and food

release (in case a child has a nut or other allergies).

- Promotion:  
In-house, local media, schools

Note: Except for Chess Club, alternate programs meet once a month for an hour.

**Craft Time:** celebrate seasons and holidays through kids' creative crafting  
Websites: amazingmoms.com; familycorner.com; Disney family fun; Pack o' fun

If you need supplies, put up a sign or send out notes for what you need.

Always put a selection of books on display at each program.

**Chess Club:** ages 8-12. Gives kids the chance to learn chess, make new friends and challenge themselves. Meets Weds. from 4-6.

**KidTrekks:** chance for kids to trek to different parts of the world. Meets once a month. Limited to 30.

In backpack: folklore, food and games. Set up game, craft and food stations. Read a book to start. Passport for each child relays facts about the country; then split them up between games and crafts. Each child must check out a book before they leave.

**Fun With Science:** (use local experts)

- Annual bubble festival
- Magnets
- Bugs
- Ooey Goopy Science
- Simple machines
- Germs that make me sick

**What's the Big Idea Program:**

Math and science activities for kids ages 2-7. Monthly pre-registered for 20 kids. Sponsored by Vermont Center of the Book: [bigidea.mothergooseprograms.org](http://bigidea.mothergooseprograms.org)  
There are free activities in addition to those you pay for.

[www.stevespanglerscience.com/experiments](http://www.stevespanglerscience.com/experiments)

**Art Explorers:** Starts with Powerpoint about artist and technique. Kids are given square of posterboard or wallpaper and create own designs. Limited to 30 children ages 5-12, pre-registered. Don't forget to include architecture. Use local museums.

Try an after-school program today!



## School Library Journal's Teen Spring Book Buzz

Book Title/Publisher Author

### Bloomsbury/Walker

*Rules of Attraction*, Simon Elkeles  
*Perfect Chemistry*, Simon Elkeles  
*The Fool's Girl*, Celia Rees  
*Princess of Glass*, Jessica Day George  
*Deception: A Haunting Emma Novel*, Lee Nichols  
*Blood Feud: The Drake Chronicles*, Alyxandra Harvey  
*Hearts at Stake*, Alyxandra Harvey  
*Little Blog on the Prairie*, Cathleen Davitt Bell  
*Demon Princess: Reign Check*, Michelle Rowen  
*Demon Princess: Reign or Shine*, Michelle Rowen  
*Poser*, Sue Wyshynski  
*Good Behavior*, Nate Henry and Nathan L Henry  
*The Joshua Files: Invisible City*, MG Harris  
*What Momma Left Me*, Renee Watson  
*No and Me*, Delphine de Vigan

## **Candlewick**

*The Uninvited*, Tim Wynne-Jones  
*Jumping Off Swings*, Jo Knowles  
*Lessons from a Dead Girl*, Jo Knowles  
*Punkzilla*, Adam Rapp  
*Almost Astronauts: 13 Women Who Dared to Dream*, Tanya Lee Stone and Margaret Weitekamp  
*Finnikin of the Rock*, Melanie Marchetta  
*The Agency 1: A Spy in the House*, YS Lee  
*The Agency 2: The Body at the Tower*, YS Lee  
*Shakespeare Makes the Playoffs*, Ron Koertge  
*Shakespeare Bats Cleanup*, Ronald Koertge  
*Boys, Bears and a Serious Pair of Hiking Boots*, Abby McDonald  
*Sophomore Switch*, Abby McDonald  
*Secret to Lying*, Todd Mitchell  
*The 10 P.M. Question*, Kate De Goldi  
*Beat the Band*, Don Calame  
*Swim the Fly*, Don Calame  
*Monster of Men*, Patrick Ness  
*The Ask and the Answer*, Patrick Ness  
*The Knife of Never Letting Go*, Patrick Ness

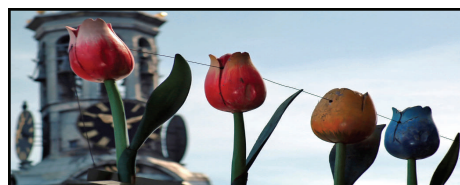
## **Houghton Mifflin Harcourt**

*They Called Themselves the KKK*, Susan Campbell Bartoletti  
*Sources of Light*, Margaret McMullen  
*Education of Bet*, Laura Baratz-Logsted  
*The Bad Queen*, Carolyn Meyer  
*Zen and Xander Undone*, Amy Kathleen Ryan  
*The War to End All Wars*, Russell Freedman  
*A Wizard of Mars*, Diane Duane  
*This World We Live In*, Susan Beth Pfeffer  
*Life As We Knew It*, Susan Beth Pfeffer  
*The Dead and the Gone*, Susan Beth Pfeffer  
*Fire Will Fall*, Carol Plum Ucci  
*Streams of Babel*, Carol Plum Ucci  
*Living Hell*, Catherine Jinks  
*Jekel Loves Hyde*, Beth Fantaskey  
*The Clearing*, Heather Davis  
*Swoon at Your Own Risk*, Sydney Salter

## **Little, Brown**

*Med Head*, James Patterson and Hal Friedman  
*Thirteen Days to Midnight*, Patrick Carman  
*Guardian of the Dead*, Karen Healey  
*Sorta Like A Rock Star*, Matthew Quick  
*The Prince of the Mist*, Carlos Ruiz Zafon  
*Ship Breaker*, Paolo Bacigalup

*Grey Griffins: The Clockwork Chronicles Book 1: The Brimstone Key*, Derek Benz and Jon S. Lewis  
*Sisters Red*, Jackson Pearce  
*Guardian of the Gate*, Michelle Zink  
*The Thin Executioner*, Darren Shan  
*Dark Song*, Gail Giegli  
*The Duff*, Cody Keplinger



## **Book of the Month**

*Bellfield Hall, or the Observations of Miss Dido Kent* by Anna Dean

Dido Kent is a woman of a “certain age” in Regency England. She lives with relatives being useful. When her niece, Catherine, requests her presence at Bellfield Hall Dido responds. She arrives to find that Catherine's would-be groom has disappeared after cancelling their recent engagement. Catherine asks Dido to investigate. Soon afterwards, the body of an unknown woman is found in the Bellfield Hall gardens. Dido wonders if the two incidents are connected and sets out to discover the truth through interviews with guests and servants and her own acute observations. The plot is nicely complex so you don't guess the murderer too soon and the characterizations are spot on. For lovers of cozy mysteries and Regency era romance, this is a winner!

Also worth reading: *The Intrigue at Highbury (or, Emma's Match)*, a *Mr. and Mrs. Darcy Mystery* by Carrie Bebris.

The Darcy's meet the Knightley's and help solve the mystery of the poisoning death of Frank Churchill's uncle and the theft of the Darcy's luggage and family heirlooms. As always, Bebris does a great job in keeping the characters true to Austen's originals.

## Bite-Sized Marketing Webinar

In this webinar, the presenter discusses marketing your library using social networking tools.

**Articulate your value:** Libraries rely on public money which is limited these days.

We don't do enough to articulate our value so when times are tough, library's budgets are cut. People need to be sure we are changing lives.

Is your website clear about what you are all about?

Fun  
Books  
Research  
Information  
Preservation  
Lifelong Learning  
Community Center  
Advancing Knowledge  
Empowering Personal Success

Everything you do should reflect what you are all about.

Beware of branding by default. We can't allow anyone else's perceptions to brand us (with old ideas).

Consumers want to be the ones to talk about us and sell us to others.

Lone Ranger Marketing Mix:

- define your goal and outcome (a behavior)
- determine your target audience
- listen to what they are saying
  - be careful that you don't become defensive
  - listen to problems and needs and offer solutions
- create communication channel
  - twitter, blog, facebook page, listserv, email, etc. Whatever tool you choose must be kept current so it's an effective tool. Make sure your target audience is using it.

Blogging is good if you don't have a tech department. It is excellent for newsletters. Negative: it takes time and you must have something to say.

Facebook: You can create pages for or-

ganizations and businesses. If you are conducting a lot of events, you can invite people and keep track. It is heavily interactive: can post photos, can send messages out to fans, etc. You can make different pages for different target audiences. However, you must keep all pages updated.

Twitter: Can be used to put you in direct contact with high profile people you might not necessarily be in contact with. Combine with your blog.

Listserve: These are good with certain audiences but not for general public.

Email: Overused so people have clutter in their inboxes. Best used as a back up with another method.

Linked-in: You know the people who you allow as part of your network.

Mobile SMS messaging: Mobile marketing – uses keyword and code to get messages directly to their cell phone.

MySpace: Still being used but not like earlier years.

To start the process: Begin the conversation. The goal should be to get your customers to share their dreams with you, not their peeves.

Measure – outcomes, not numbers.

Evaluate – did you meet your goals?

Who's going to do all this work? What can we delegate out?

You have to take on: social media (you are the communicator)

Use Volunteers: create specific projects for them with deadlines. For example, art students can use this experience on their resume; displaced workers can update skills. Interview and hire volunteers; don't take just anyone. There is not as much management involved when you use volunteers this way.

Give tools to share: everything on your web site should be able to be shared with others

### **Best Practices:**

Consider adding news highlight section to your press releases.

Include quotes on your press kit pages.

Include quotes from experts in different fields.

Include videos.

Subscribe to press releases.

Share slide presentations.

Provide sharing tools.

Testimonies or customer stories: how the library has changed their lives.

Provide photos, videos, etc.

Any published news

Highlights: use bullet points for quick scan

Which social networking tools should a library use? Choose only one or two but use it well.

Press release sample: Check out Intel's home page.

Get rid of old ideas about libraries: shushing, outdated rules. Customers need to experience new changes.

Google Grants available for 501C3 = use friends group to get monies for advertising

Be consistent in updating blogs. Once a week is the best.

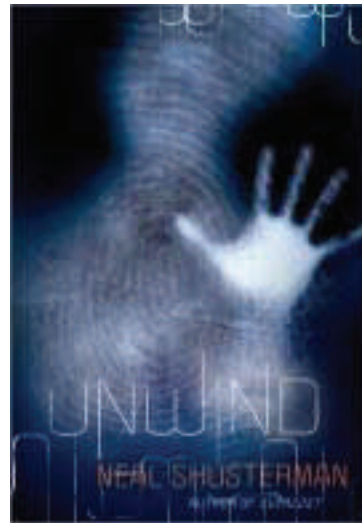
Go out to groups you want to serve and ask questions about what they want – use easels where they could post answers and ideas. You need information from them first before you go out to reach them. This is also a great chance to solicit volunteers.

If you can't get the rest of the staff to buy in, you may be the only one doing it.

When you set outcomes, be specific. What do I want?

## American Association of School Librarians adopts "School Librarian" moniker

At the Midwinter ALA meeting, AASL voted to adopt school librarian as the official title. The leadership says the title "school librarian" sufficiently reflects the role of the 21st-century library professional as a leader, instructional partner, information specialist, teacher, and program administrator.



## One Book For Nebraska Teens 2010-2012

*Unwind*, by Neal Shusterman: In a future America, parents can choose to have their children between the ages of 13 - 18, "unwound" (their body parts are harvested and given to others). Connor, 16, is shocked when his parents tell him they have decided to have him unwound. He runs away and strives to survive, encountering others like himself.

The System Office has 13 copies of this title available for loan.



## Trustee Training and Board

### Development

Sponsored by Nebraska Regional Library Systems

Presenter: Jim Connor, Trustee College Consulting Team

Jim has worked with the US Chamber of Commerce and served as a Trustee for the Jefferson County Public Library (CO). He received the ALA Trustee Award in 2005 for his activities and training for library boards.

Audience: Boards of Trustees and Library Directors

#### Workshop Goals:

- Trustees will understand their roles and responsibilities
- Trustees will understand the library director's roles and responsibilities
- Trustees will conduct effective meetings
- Trustees will become advocates for the library
- Trustees will recognize and utilize their power as an administrative board

Offered at two locations. Please note the cost difference.

April 26, 2010

Wahoo Public Library

627 N Broadway, Wahoo, NE

Cost: \$15.00

9:00 a.m.—12:00 p.m. Morning Session

12:00—1:00 p.m. Lunch included

1:00—4:00 p.m. Afternoon Session

April 29, 2010

North Platte Community College

1101 Halligan Dr #102, North Platte, NE

Cost \$5

9:00 a.m.—12:00 p.m. Morning Session

12:00—1:00 p.m. Lunch on your own

1:00—4:00 p.m. Afternoon Session

Mail registration to: Meridian Library System

3423 2nd Avenue, Suite 6

Kearney, NE 68847

Or Phone: 1-800-657-2192

308-234-2087

Email: [meridian@frontiernet.net](mailto:meridian@frontiernet.net)

Registration:

Name: \_\_\_\_\_

Choose One

Library: \_\_\_\_\_

Wahoo Location \$15

City: \_\_\_\_\_

North Platte Location \$5

Phone: \_\_\_\_\_

This program is sponsored by the Nebraska Library Commission and funded in part with state funds allocated through the Nebraska Legislature.

Email: \_\_\_\_\_

**MERIDIAN LIBRARY SYSTEM BOARD  
NOMINATION FORM**

Do you know someone who would be interested in serving on your Library System Board? The Meridian Library System is accepting nominations for one 3-year board term beginning July 1, 2010.

Nominees for the position may be library employees or library customers. Nominees representing any of the System counties except Buffalo County are welcome.

On the back of this form, you will find additional information about the System Board and its role.

Nominee information:

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE: HOME \_\_\_\_\_ WORK \_\_\_\_\_

LIBRARY CONNECTION \_\_\_\_\_

E-mail address:  
\_\_\_\_\_

Please submit nominations by May 1, 2010 to:

Meridian Library System  
3423 Second Avenue, Suite 6  
Kearney NE 68847

## WHAT IS THE ROLE OF THE SYSTEM BOARD?

The System Board is the governing body of the Meridian Library System; its function is similar to that of a public library board of trustees or any non-profit corporation. Board member tasks and accomplishments include:

- Be an advocate for the System and System services
- Budget preparation
- User satisfaction survey and evaluation of System services and programs
- Evaluation of progress toward meeting the goals and objectives stated in the System Strategic Plan
- Design of specifications for provision of System services

## HOW OFTEN DOES THE SYSTEM BOARD MEET?

The System Board meets at least five times per year, at such time and place as may be designated or by phone conference call. As a general rule, the Board meets every two months. Meetings usually last about two hours

## ARE MEMBERS OF THE BOARD REIMBURSED FOR EXPENSES?

Members are not permitted to receive a salary, wage or fee for their services. However, they are reimbursed for actual expenses incurred in carrying out their duties. The cost of travel to and from Board and committee meetings is reimbursed at the current Federal allowable rate; example of other reimbursed expenses are telephone charges and postage.

## IF YOU HAVE ANY QUESTIONS CONCERNING PARTICIPATION ON THE MERIDIAN LIBRARY SYSTEM BOARD, CONTACT ONE OF THESE CURRENT BOARD MEMBERS:

Christie Behle—308/893-3093  
Linda Jelken—308/468-5889  
Laura Martinsen—308/754-5223  
Christine Walsh—308/233-3283  
Linda Bowden—308/398-7395  
Sherry Crow—308/865-8540  
Ann Matzke—308/537-3651  
Charlotte Rasmussen—308/863-2228  
Janet Wilke—308/865-8546



Helsinki Public Library in Finland is working hard to be at the forefront in these changing library times. Director Berndtson shares their new Helsinki library project's well-defined purpose: to be "a cultural meeting point, both physical and virtual; the city's public face ... where interactive democracy takes place...; a place where city-dwellers can spend their free time, feel at home and meet others, a place for the entire family right in the centre of town." In other words, the library is in the center of everything, connected to everything.

Her ideas for the future include:

### 1. The changing role of the customer

- Focus on the end-user and customer experience, not just the information.
- Look into mass-customization: how to customize the library experience to each individual regarding recommendations etc.
- Involve the net generation or experts from outside your own field for rethinking the justification for your existence.

### 2. Use new technology and work innovatively

- Look beyond first hand metadata, to second party recommendations and third-party metadata.
- Utilize open data more, build interfaces for people to do mashups with.
- Build mobile applications to locate books and get instant social navigation to library books on-location and online.
- Look at QR-codes or similar cheap technologies and stamp them into every book for contextual information.
- Look into user-generated taxonomies (folksonomies), information visualization and new ways for putting the same book in multiple shelves<sup>o</sup>.

What augmented reality applications could libraries develop/use?

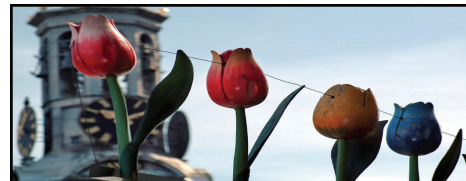
- Stop watching TV and work on (the next) wikipedia

### 3. See beyond the existing

- Transform the library facility to something that encourages participation or new reasons to go to a library.
- Understand the changing framework, not just the (changing) content.
- Don't do the mistake of replicating libraries online as it is. They already did the mistake of replicating the classroom online.
- The web is not a destination, but a network of decentralized components. Harness the network properties.
- Understand the technological, social and economical drivers for future developments.
- Rethink the virtual visit to complement physical visits.
- Understand contextuality provided by the web and how to tap into it from the library perspective.

What augmented reality applications could libraries develop/use?

- Stop watching TV and work on (the next) Wikipedia



### System Services

- Book discussion sets. Check out the titles by following this link: <http://www.nlc.state.ne.us/system/meridian/booksets.html>
- Cutting machines/dies: <http://www.nlc.state.ne.us/system/Meridian/dies.html>
- Portable audio devices (iPod/Creative Zen) <http://www.nlc.state.ne.us/system/meridian/PAD.html>
- Laptop/LCD projector for presentations.
- Portable microphone.
- Dolphin PHD scanner for use with Follett automation systems.

Contact the System Office for loan.

## WEB SITES OF THE MONTH

**Earth Day** : Information for children and teachers about the annual celebration of Earth Day on April 22. The site features a history of the day and classroom study materials.

<http://earthday.wilderness.org>

**United States Department of Veterans Affairs: Memorial Day:** This page provides background on the U.S. Memorial Day holiday celebrated in May, covering history of the holiday (first celebrated following the Civil War) and the significance of taps and the poppy flower.

<http://www.va.gov/opa/speceven/memday/>

**Edible Flowers:** This leaflet features a chart describing edible flowers and a general introduction to edible flowers with cautions and notes about growing and harvesting the flowers. Chart lists common and scientific names, flavor, color, and other comments.

<http://www.ces.ncsu.edu/depts/hort/hil/hil-8513.html>

**Grimms' Fairy Tales:** Come on an expedition with the National Geographic Society into the original Grimm's Fairy Tales.

<http://www.nationalgeographic.com/grimm/>

**National Arbor Day Foundation:** Explains what Arbor Day is, its history, and what the foundation is doing to protect and preserve trees. Also has ideas for celebrating Arbor Day, tips on tree care, and suggestions for children's activities.

<http://www.arborday.org>

**Goldstein Children's Collection Podcasts:** A podcast library of audio and visual children's stories, read aloud with colorful artworks from the books, from the

Florida State University (FSU) College of Information Goldstein Library's amazing collection of children's books, many of which are o ...

<http://www.ipl.org/div/gsteincpp/>

**Spring Cleaning:** Tips for spring cleaning, which "can be a major undertaking ... but maintaining a safe and healthy home is worth the time you will spend. <http://www.cdc.gov/Features/SpringCleaning/>

**Online Tornado FAQ:** This list of Frequently Asked Questions provides a "quick-reference summary of tornado knowledge." It covers forecasting, climatology, damage, spotting and chasing, safety, research, and history. <http://www.spc.noaa.gov/faq/tornado/>

**Bill Nye the Science Guy's Nye Labs**

**Online:** Bill Nye the Science Guy makes learning about science fun, and shows you neat science experiments you can try at home. (Site may require download of newest version of Flash and/or use of a specific internet browser, such as Internet Explorer.) <http://www.billnye.com/>

**Countries of the World:** Basic facts about all of the countries of the world. Entries include a map; flag; official name; current ruler; land area; population; capital; largest cities; monetary unit; languages; ethnicity/race; religions; literacy rate; etc.

<http://www.infoplease.com/countries.html>

**Virtual Nebraska:** Where Nebraska's past meets its future! Read about Nebraska history with Our Towns, a "compilation of histories of all incorporated municipalities in the state.

<http://www.casde.unl.edu/index.php>

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# Meridian Library System 2010 Annual Meeting

June 17, 2010

Ord Township Library

Ord, NE

11:00 a.m. Board Meeting

12 :00 p.m. Lunch

(included with registration)

1:00 p.m.

**Wright Morris: Nebraska Novelist and Photographer**

*By Joseph J. Wydeven*

Wright Morris (1910-1998) was both a writer and a photographer. This presentation focuses on Morris's work in both media, particularly those works he called his photo-texts, including *The Home Place* (1948) and *God's Country and My People* (1968). Some attention is also given to his best novels, *Ceremony in Lone Tree* (1960) and *Plains Song for Female Voices* (1980). This appreciative and richly illustrated program should appeal to a wide variety of audiences.

Registration: Cost \$10

Name: \_\_\_\_\_

Library: \_\_\_\_\_

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mail check and registration to:  
Meridian Library System  
3423 Second Avenue, Suite 6  
Kearney, NE 68847  
Phone: 1-800-657-2192  
308-234-2087

Email: [meridian@frontiernet.net](mailto:meridian@frontiernet.net)

The Nebraska Humanities Council (NHC) provides major funding for this program. The NHC receives support from the National Endowment for the Humanities, the Nebraska State Legislature, the Nebraska Cultural Endowment and private donations.



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MERIDIAN MONITOR is published six times a year by the Meridian Library System for its members in Blaine, Brown, Buffalo, Cherry, Custer, Dawson, Garfield, Greeley, Hall, Hooker, Howard, Keya Paha, Loup, Rock, Sherman, Thomas and Valley Counties.