

# MERIDIAN MONITOR

MERIDIAN LIBRARY SYSTEM

APRIL/MAY 2008

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

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

## **The Ten Commandments of Public Relations**

As I travel throughout the System visiting libraries and media centers, I never cease to be amazed by the workload that most librarians carry. I can understand the repeated cry "I haven't got enough time to do it all" and the need to prioritize work. Unfortunately, one of the most critical jobs is often the one librarians and media specialists drop by the wayside: public relations. As a service oriented occupation, we must take the time to let our service populations know the many ways in which we can help them. After all, if they don't come, we will cease to exist! Here are the ten commandments of public relations.

1. Speak to people. Nothing is as nice as a cheerful word of greeting.
2. Smile at people. It takes 72 muscles to frown, only 14 to smile.
3. Call people by name. The sweetest music to anyone's ears is the sound of his/her own name.
4. Be friendly and helpful. If you would have friends, be friendly.
5. Be cordial. Speak and act as if everything you do is a genuine pleasure.
6. Be genuinely interested in people. You can like everyone if you try.
7. Be generous with praise and cautious with criticism.
8. Be considerate of the feelings of others. It will be appreciated.
9. Be thoughtful of the opinions of others. There are three sides to a controversy: yours, the other person's and the right one.
10. Be alert to give service. What counts most in life is what we do for others.

*Diary of a Wimpy Kid*  
by Jeff Kinney

At a recent workshop, I won the above book. What a treat! This novel in cartoons follows the day-to-day life of Greg Heffley, a very ordinary middle schooler. Told in journal (not DIARY!) format, with stick figure illustrations, Greg's life is that of a typical young teen – still part child but beginning to move into adulthood. The humor is funny and not gross. For language arts teachers who do journal units, this would be a great choice. For everyone else, it's a pure pleasure read!



### **Customers Benefit From NebrasKard Reciprocal Borrowing**

In July 2001, the Library Commission initiated the voluntary NebrasKard reciprocal borrowing arrangement for Nebraska libraries, through which participating public and academic libraries can permit registered borrowers in good standing to borrow materials from other participating libraries across the state. Nebraska libraries have a long history of sharing resources for mutual benefit and to meet the needs and interests of their users. The NebrasKard program is an extension of those cooperative resource-sharing efforts.

NebrasKard is designed to benefit library customers who need the convenience of borrowing materials from libraries outside their home communities. Libraries report that many of these individuals either do not have library service in their own community, or that they work, shop, or attend school outside their home community. In 2007, Nebraska libraries reported 956 cards issued—either small keychain cards or stickers for the customers' home library cards. Circulation ranged from one library reporting yearly circulation of more than 4,500 items to another reporting only six items circulated.

For more information about the NebrasKard program, including the policies and procedures, frequently asked questions, and a

list of participating libraries, see the Library Commission home page, [www.nlc.state.ne.us](http://www.nlc.state.ne.us), and search on NebrasKard. Contact Maria Medrano-Nehls, 402-471-4008 or 800-307-2665; e-mail: [mnehls@nlc.state.ne.us](mailto:mnehls@nlc.state.ne.us) to order key chain tags, stickers, and bookmarks.



### **25 Useful Social Networking Tools for Librarians By Jessica Hupp**

<http://www.collegedegree.com/library/financial-aid/25-useful-social-networking-tools-for-librarians>

"As a librarian, you want to be able to share information with patrons and students in the easiest way possible, and social networking offers a great way to do just that. With social networking tools, you can create bookmark collections, share notices, and more. We've profiled 25 of the best here



Use this link to an interesting five minute video about filtering in libraries created by the Lewis and Clark Library System in Illinois.

[http://www.youtube.com/watch?v=C\\_mNew](http://www.youtube.com/watch?v=C_mNew) Series of National Library Week Videos



### **National Library Week Videos**

With National Library Week right around the corner, AL Focus will be releasing a series of videos to help promote it this year. American Libraries' editor Dan Kraus based them on some of the statistics from ALA's Quotable Facts about America's Libraries brochure. Watch for the rest of them to appear on Focus during the next few weeks.

## National Library Week: Reference Desk

You're welcome to use the intro to create your own promotional videos for NLW. To grab it, follow these instructions:

- \* Go to [alfocus.blip.tv](http://alfocus.blip.tv) and click on the Episode Archive.
  - \* Find the video you want and click on it, in this case the NLW Introduction.
  - \* Scroll down a little and click on the "Files and Links" area on the right-hand side to get a link to save it to your computer. For this one, it's <http://blip.tv/file/761553?filename=Alfocus-NationalLibraryWeekIntroduction834.mov>.
  - \* If you do end up using it, please leave a comment on the video on AL Focus so that we can highlight your work. We may end up doing something with the best ones.
- pf1Q9u1l



### **Let's Talk About It: Love and Forgiveness Grants**

The American Library Association (ALA) Public Programs Office, in collaboration with the Fetzer Institute's Campaign for Love & Forgiveness, is now accepting applications for Let's Talk About It: Love & Forgiveness, a theme-based reading and discussion program. Complete application information, including program guidelines and reading lists, can be found at [www.ala.org/letstalk](http://www.ala.org/letstalk). The deadline for applications is July 15.

Let's Talk About It: Love and Forgiveness will follow the well-established ALA reading and discussion series format "Let's Talk About It," using classic and contemporary literature to explore stimulating and relevant themes. Project themes and books were chosen by national project scholar Betty Sue Flowers, Ph.D., director of the Lyndon Baines Johnson Library and Museum and former Kelleher professor of English at the University of Texas at Austin.

Following a competitive application process, 30

public libraries will be selected to receive:

- \* A grant of \$2,500, to be used to support program costs and scholar honoraria.
- \* Program materials, which include introductory literature and essays on each of the themes, selections for additional reading and template promotional materials.
- \* Training for the library project director at a national workshop, where they will hear from the project scholar, expert librarians and organizers and receive a program planning guide, materials and ideas.

Successful applicants will be notified of their status by the end of August. For more information on Let's Talk About It: Love & Forgiveness, visit [www.ala.org/letstalk](http://www.ala.org/letstalk) or [www.loveandforgive.org](http://www.loveandforgive.org)



### **Regional Systems Receive Grant for Gaming Equipment**

The six regional library systems have received a Library Improvement Grant from the Nebraska Library Commission to purchase gaming systems that will be available for loan to system libraries and media centers.

Each system will purchase one Wii system with two controllers and various games.

Libraries may sign up in advance to use the system for tournaments or just to try out the "gaming in the library" concept.



The cutting machines are still open for most months in 2008. To sign up for one or both, contact the System Office.

## WEB SITES OF THE MONTH

### **Consumer Focus: Moving from Analog to Digital TV:**

Questions and answers about the digital television transition occurring in February 2009, where "television stations will broadcast using digital signals only, which means your old analog set won't work" (receive broadcasts) without a converter box or subscription to cable or satellite service. Discusses the basics of digital television (DTV), options for owners of analog TV sets, and resources for further reading. From the Federal Citizen Information Center, U.S. General Services Administration.

URL: <http://pueblo.gsa.gov/cfocus/cfdtv07/focus.htm>

### **TV Converter Box Coupon Program:**

Details about this federal government program for households wishing to continue using their analog TV sets after February 17, 2009, when "all full-power television stations in the United States will stop broadcasting in analog and switch to 100% digital broadcasting." Learn whether you need a converter box, how to obtain coupons to be applied towards the cost of the box, where to purchase one, and related information. Available in several languages.

URL: <https://www.dtv2009.gov/>

**Census Atlas of the United States:** This publication, based on the 2000 U.S. census, is "the first comprehensive atlas of population and housing produced by the Census Bureau since the 1920s. The Census Atlas is a large-format publication about 300 pages long and containing almost 800 maps. ... A variety of topics are covered in the Census Atlas, ranging from language and ancestry characteristics to housing patterns and the geographic distribution of the population." From the U.S. Census Bureau.

URL: <http://www.census.gov/population/www/cen2000/censusatlas/>

### **Women in the Literary Marketplace, 1800-**

**1900:** "The books and letters in this exhibition present a cross section of writing by English women in the nineteenth century -- a period when women entered the literary marketplace in unprecedented numbers." Some of the exhibit

topics include early role models, women poets, publishing, "new women" novels, and journalism. From the Division of Rare and Manuscript Collections, Cornell University Library.

URL: <http://rnc.library.cornell.edu/womenLit/>

**Discounts for the 50+ Crowd:** This article lists money-saving ideas from the author of a book on senior discounts. Includes asking about the availability of discounts, making sure to ask before you pay, and carrying proof of age. It gives some example of types of companies and organizations that offer senior discounts, including hotels, airlines, and educational institutions. Provides related links and reading. From Dow Jones MarketWatch.

URL: <http://www.marketwatch.com/News/Story/Story.aspx?guid=%7B233F6616-5B37-43DA-A4E1-494A91A2627F%7D&siteid=mktw>

**Drug Information Portal:** This database, launched in February 2008, provides information about over 12,000 drugs, including prescription and non-prescription drugs, dietary supplements, drugs of abuse, and investigational drugs.

Searchable by generic or brand name, or browse resources by drug class or by audiences such as the public or librarians. Also includes news, featured drugs, and related resources. From the National Library of Medicine (NLM); database compiled from NLM and other government sources.

URL: <http://druginfo.nlm.nih.gov>

### **Women's Rights/History: Lesson Plans:**

Compilation of lesson plans concerning women's rights and women's history, including topics such as women aviators, first ladies, voting rights for women, women in the U.S. Civil War, quilting, and Charlotte Perkins Gilman's short story "The Yellow Wall-paper." From EDSITEment, a joint project of the National Endowment for the Humanities and other organizations.

URL: [http://edsitement.neh.gov/tab\\_lesson.asp?subjectArea=3&subcategory=27](http://edsitement.neh.gov/tab_lesson.asp?subjectArea=3&subcategory=27)

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# Nebraska Public Libraries Meet Local Demand for Quality Information



Children's Summer Reading Program activities at the Atkinson Public Library are supported with state aid funds.

- ◆ **271 Public Libraries in Nebraska**
- ◆ **Materials Checked Out to Nebraskans:**  
 Adult ... 7,467,016  
 Children... 5,675,667  
 Total ... 13,142,683
- ◆ **Videos Available to Nebraskans: 256,781**

- ◆ **Local Public Libraries Are Open to Serve Nebraskans:**  
 ..... 425,171 hours per year
- ◆ **Nebraskans Visit their Local Public Library:**  
 159,732 visits per week  
 8,306,057 visits per year
- Nebraska library customers would fill **Memorial Stadium** 2 times each week

**95% of Nebraska public libraries provide public access to the Internet.**

- ◆ **Materials made available to Nebraskans through Interlibrary Loan** (materials shared between libraries):  
 Loaned ..... 38,379  
 Received ..... 34,174
- ◆ **Audio Materials Available to Nebraskans: ..... 264,831**
- ◆ **Nebraskans Received Answers to Questions:**  
 23,422 questions per week  
 1,217,932 questions per year

**Twice as many Nebraskans visited Nebraska public Libraries as went to the movies last year.**

- Nebraska library customers would fill **Devaney Sports Center** 11.4 times each week
- ◆ **Library Employees Providing Information Services to Nebraskans: ..... 782 FTE**

**Reference librarians in Nebraska public libraries answer more than 1,217,932 questions each year. Standing single file, the line of questioners would stretch from Omaha to Scottsbluff.**

Data Source: Annual Nebraska Public Library Statistical Data, 2005-2006, collected by the Nebraska Library Commission. Data is based on reports from 80% of Nebraska public libraries.

# Spring Fling Workshop



Sponsored by Meridian Library System

Date: April 24, 2008

Time: 10:00 a.m. to 3:00 p.m.  
(Lunch provided)

Place: ESU 10,  
76 Plaza Blvd  
Kearney, NE

Cost: \$20 per person

Class size is limited to 15 participants

NLC CE Credits: 4

10:00 a.m.—Noon Reference for Dinosaurs

Noon—1:30 p.m. Get Them While They're Hot  
Book Reviews

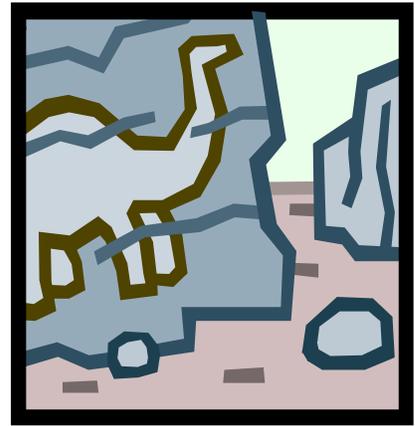
1:30 p.m.—3:00 p.m. Carnegie Has Left the Building

(see reverse side for descriptions)

In case of inclement weather, event may be postponed. If in doubt, please call the System Office before traveling.

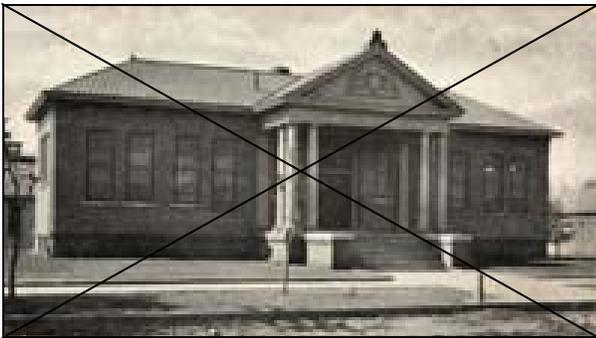
## REFERENCE FOR DINOSAURS

Presenter: Kit Keller, Nebraska Library Commission  
Learn how to maximize search tools to find what you need. We will explore the many faces of Google and other search engines. Kit, who has worked as a Google Researcher for Google Answers, participated in search engine beta testing for Yahoo! Insiders, and teaches Information Research Strategies in online courses, will share some tips and tricks for doing reference in the online environment.



## Get Them While They're Hot!

Book Reviews with Laura Tadlock, Walden Books



## Carnegie has left the Building!

Is my Library Relevant in this 21st Century world? Does my community think so?

Presenter: Jim Connor, Trustee College Consulting Team  
Participants evaluate their library in a new light of relevance to the 21st century world of technology, leadership, civic engagement skills and public's perspective. Funding agencies, administrators, elected officials and many members

of our community have relegated the library to the low end of the priority list. Solutions will be presented with practical, hands-on activities to help participants develop the skills and methods of implementation to achieve community recognition for the vital role played by our libraries.

Registration:

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

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

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

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

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

Mail check and registration to:

Meridian Library System

1015 Central Ave. Suite B

Kearney, NE 68847

Phone: 1-800-657-2192

308-234-2087

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

You can also register online at  
the System Website!

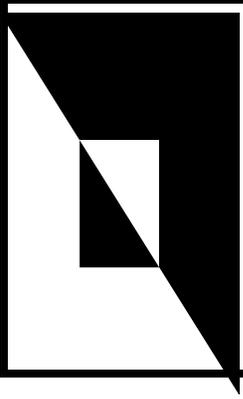
[www.nlc.state.ne.us/system/meridian/index.html](http://www.nlc.state.ne.us/system/meridian/index.html)

## 43 Things: The Library Edition

Based on the popular social networking site, 43 Things, here is a library edition:

1. Create a Flickr account and upload some photos.
2. Read a graphic novel, cover to cover.
3. Visit Second Life.
4. Visit a library (not your own) and act like a patron.
5. Start using an aggregator such as Bloglines for RSS feeds.
6. Download and play with a browser other than Internet Explorer.
7. Read your collection development policy. Do you have one?
8. Throw away some magazines/books you've had in storage.
9. Weed your print reference collection...ruthlessly.
10. Request an item using your library's OPAC.
11. Offer notary service at your library.
12. Clean and dust your computer keyboard(s)..
13. Call your library on the telephone.
14. Go into the men's or ladies' room at your library.
15. Download an audio book.
16. Find and request an item on WorldCat.
17. Edit an entry in Wikipedia.
18. Download Picasa and organize your photos.
19. Take down two unnecessary signs at your library.
20. Find a library account on MySpace.
21. Add a book in LibraryThing.
22. Subscribe to a library-related blog.
23. Watch a video on YouTube.
24. Help someone learn to use a mouse (use a tutorial).
25. Fly to Tokyo with Google Earth.
26. Explore the State Library website.
27. Tell your children's librarians how important they are.
28. Let patrons bring food and drink into your library.
29. Visit and explore WebJunction.
30. Participate in a National Library Week activity.
31. Start a New Technology Committee at your library.
32. Invite your mayor or city council to meet at your library.
33. Register for a library conference.
34. Go wireless in your library.
35. Start a book club.
36. Start a special collection (cake pans, fishing rods) at your library.
37. Provide voter education resources at your library.
38. Hold a Geek Out, Don't Freak Out session at your library.
39. Go to (or start) a regional library meeting.
40. Listen to a podcast or watch a video podcast.
41. Make a "Staff Recommends" display in your library.
42. Use plain English signs for your non-fiction collection.
43. Pilot a public access computer management system such as LibraryMetrics.

From: Mickey Coalwell, Library Development Consultant, Northwest Kansas Library System, Copyright April 2007.



Joint Annual Meeting of  
Republican Valley Library System  
and Meridian Library System  
June 6, 2008  
Hastings Museum  
Hastings, NE

**AGENDA**

<b>9:30</b>	<b>RVLS</b> Board Meeting (All Welcome to Attend)
<b>11:00</b>	<b>Meridian</b> Annual Meeting
<b>11:00</b>	<b>RVLS</b> Annual Meeting
<b>12:00</b>	Lunch
<b>1:00</b>	Teresa Hartman, UNMC
<b>1:30</b>	Rod Wagner, Director NE Library Commission.
<b>2-3:00</b>	Bill Kloefkorn

Lunch catered by : Chef Oren Kariri  
Central Community College, Hastings

The Hastings Museum is located at  
1330 North Burlington Avenue  
(N/S Highway 281)  
Hastings, NE

During the **RVLS** Annual Meeting, at 11:00 am, System Board Members will be elected and the 2008-2009 Budget will be approved.

**Meridian** will adopt their 2008-2009 budget at their 11:00 am annual meeting.

Teresa Hartman will present “Go Local Nebraska & CHIRS” - your library’s source of health information.

William Kloefkorn is Nebraska’s state poet and emeritus professor of English at Nebraska Wesleyan University. He is the author of many volumes of poetry and a memoir, *This Death by Drowning* (Nebraska 2001) as well as One Book One Nebraska 2008 *Restoring the Burnt Child*.

**Registrations due: Friday May 30, 2008**



**Registration Form**

**RVLS and Meridian Library Systems  
2008 Annual Meeting—June 6, 2008**

**Name(s):** \_\_\_\_\_

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

Please send this registration form and **\$15 per person** to:

**Republican Valley Library System  
2727 West 2nd Street Suite #233  
Hastings, NE 68901**

**3 CE Credits**

# NEBRASKA MEMORIES

*Making Nebraska's past unforgettable*



## **Creating Nebraska Memories the Easy Way** by Shannon White, Nebraska Library Commission

Is your library, local historical society, museum, or other local cultural heritage organization mulling over ways to get your historical photos, documents, slides or other items onto the web so more than just those who visit your physical space can see what you have to offer? Has your institution considered adding your materials to the Nebraska Memories project? (<http://www.memories.ne.gov>)

We know that our cultural heritage institutions have little time or money to spend on digitization projects so we are offering options to libraries, museums and historical societies around the state to help them get their precious items on the web at no charge through the Library Commission's Nebraska Memories project.

The Commission recently received a grant from Nebraska's State Records Board allowing us to purchase equipment to create a mobile scanning center. This mobile scanning center can help us quickly get your items into the Nebraska Memories project, providing instant access to digitized images of Nebraska's history and culture in a collective, searchable database on the web.

The only thing you need to do is pick out the items you would like to add to the project and have some basic information about these items on hand. We will work with you at the beginning of the project to find out what items you have that would be a good fit for Nebraska Memories.

So you may wonder how this works? First, contact us by phone or email so we can discuss the items you want to add to the project. We may even come to your library or museum to see your collection. One of our staff will then visit your library with the mobile scanning center and scan your images for you. There is no charge for this service. We can start with up to 50 items and discuss doing more as the project progresses.

We will then work with you to fill out EZMetadata forms either on paper or online so we have some basic descriptive data about your historical materials. This would include any information you have about the item such as a date, creator or location. Our staff will use this basic information about each item and create the cataloging or metadata record describing your item.

If you have some treasures, whether it be a few or a hundred, that you would like to add to the Nebraska Memories site, please consider letting us do the scanning and cataloging work for you. Please contact either Shannon White [swhite@nlc.state.ne.us](mailto:swhite@nlc.state.ne.us) or Beth Goble [bgoble@nlc.state.ne.us](mailto:bgoble@nlc.state.ne.us) at 800-307-2665 to get started. For more information visit the Information for Nebraska Memories Participants page and find out more about the project <http://www.nlc.state.ne.us/nebraskamemories/>

**NLA Public Library and Trustee Section (PLTS) &  
School, Children's and Young People's Section (SCYP)  
2008 Spring Meetings**

The 2008 Spring Meetings are being brought to you by the Public Library and Trustee Section (PLTS) & the School, Children's and Young People's Section (SCYP) of the Nebraska Library Association. Our host libraries this year are Sidney Public Library, Grand Island Public Library and Sump Memorial Library in Papillion.

**Please join us May 6th, 8th, or 9th from 9:30 a.m. to 4:00 p.m.**

**Memberclicks:** Learn how to utilize this wonderful tool that the Nebraska Library Association has purchased for our use. Keep in touch with colleagues throughout the state, publicize events at your library and search for other NLA members with similar interests and connections. Scott Childers, NLA webmaster extraordinaire, will teach us this new tool of the trade.

**ROI - Return on Investment:** What is your library worth to your community? Do you know how to calculate the dollars and cents (and sense!) value of your library? Spread the word to your customers, board members, elected officials and grant providers about the incredible investment your library offers the community. John Felton and Kit Keller from the Nebraska Library Commission will show you how.

**Tweens & Teens - What Makes them Tick:** And it's not ALL due to hormones! Join Jodene Glaesemann and Julee Hector from Lincoln City Libraries along with some of your local experts on an exploration of this particular set of library users. Tweens and Teens are the future of libraries. You'll find a way to love 'em (or at least understand them) and offer them what they need during this session.

**Please make copies as necessary and send your registration to:**

Richard Miller  
Nebraska Library Commission  
The Atrium  
1200 N St., Suite 120  
Lincoln NE 68508-2023

**Questions?- contact Richard Miller at [rmiller@nlc.state.ne.us](mailto:rmiller@nlc.state.ne.us) or (800) 307-2665.**

**REGISTRATION DEADLINE: April 30, 2008 \***

-----cut here-----

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ LIBRARY \_\_\_\_\_  
EMAIL: \_\_\_\_\_

Please check the day that you will be coming:

\_\_\_ **Tues. May 6** Sidney Public Library 1112 12th Avenue, Sidney, NE  
\_\_\_ **Thurs. May 8** Grand Island Public Library 211 North Washington Street, Grand Island, NE  
\_\_\_ **Fri. May 9** Sump Memorial Library, 222 North Jefferson, Papillion, NE

**Registration Fee: \$15 payable to NLA Public Library and Trustee Section Morning snack and lunch provided with your registration.**

**\*Paid in Full registrations received by April 15 will be eligible to win a Car-Vac! What a great way to do some Spring Cleaning to you car!!**

**MERIDIAN LIBRARY SYSTEM  
1015 CENTRAL AVENUE,  
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KEARNEY NE 68847**

Non-Profit Organization  
U.S. POSTAGE  
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Kearney, Nebraska  
Permit No. 202

*When I... discovered  
libraries, it was like having  
Christmas every day."  
Jean Fritz*

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