

MERIDIAN MONITOR

MERIDIAN LIBRARY SYSTEM

JUNE/JULY 2011

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System Office Moving

The system office is moving to more compact quarters on June 30th. Our new address will be 816 East 25th Street, Suite 7 in Kearney. This office building is on Highway 30 on the eastern end of town. Please stop by and visit us sometime!.

Marketing Libraries

Questions to ask before you start:

1. What's the point?
2. How will I know when I've achieved the point?
3. What can we stop doing that doesn't achieve the point?
4. Be sure that you're promoting something worthwhile, that your target audience really wants & needs.
5. If you don't set specific goals for where you want to be, you'll never know when you get there.
6. True marketing can save you time & money because getting to know what target audiences want can reveal what they don't want. Those would be products or services you can stop spending resources on.

(from the M Word Marketing Blog by Nancy Dowd)

E-Readers

Now is the time to sign up for the e-readers (Kindle and BeBook). They are available from October 2001 for a two month loan period. We want you to feel free to download and try out all the features of the e-readers so that you will feel comfortable when your library customers come in with them. Contact the System Office to sign up today!

One of the best sessions I attended at the MLA/MPLA Conference this year was on Anime. I really know nothing about it and this workshop really help me to learn the basics.

First of all, anime uses a ratings system so you can judge the contents. It can be found here:

TOKYOPOP Rating System<http://www.tokyopop.com/corporate/booksellers/879>

Beginning Anime/Manga Vocabulary:

Anime: animated films produced in Japan

Manga: Japanese print comics

Otaku: obsessive fan of anime and manga

Shojo: girls', as in shojo manga

Shonen: boys', as in shonen manga

Cosplay: dressing up as favorite anime or manga characters

Fan service: elements that cater to fans and do not further the plot of the manga

Hentai: pornographic manga

Josei: manga aimed at women 18 and up

Seinen: manga aimed at men 18 and up

Shonen-ai and yaoi: boy's love

Shojo-ai and yuri: girl's love

Circulation: Manga is popular!

Turnover rate at FCLS:

Adult non-fiction has a turnover rate of 2

Adult fiction has a turnover rate of 3

YA fiction has a turnover rate of 4

Graphic novels has a turnover rate of 5

What are some essential manga series for libraries?

One Piece

Vampire Knight

Naruto

Dragon Ball Z

Chibi Vampire

Sand Chronicles

Bleach

Fruits Basket

Negima

Hellgirl

Ouran High School Host Club

School Rumba

InuYasha

Death Note

Fullmetal Alchemist

Soul Eater

Black Bird

Favorite selection tool: Anime News Network

Where do you find out about new anime and manga?

VizMedia

TokyoPop

ShonenJump and Otaku USA Magazines

YouTube

AnimeNewsNetwork.com

Borders and Barnes & Noble

Teens Speak! What do you wish librarians knew about anime and manga, or about the fans?

"We need Anime Club more than once a month."

"The club is a great hangout. It's a friendship builder."

"There should be bigger sections of anime and mangain libraries...New series are constantly being made, and libraries should keep their stock current."

"There is a series for everyone, no matter what your taste is."

"Titles. Just titles of series."

Operation Anime:

<http://www.operationanime.com>

Operation Anime is a free DVD request program for anime clubs to provide their members with screenings of the latest titles. Once your club application has been accepted, you may log in to your account and begin requesting DVDs for your club. All they ask for in return is survey feedback.



Beyond Bestsellers Webinar

How to Discover What's Popular at My Library by Joyce Saricks

- Monitor returns
- Mine the circulation system check reserve queues check circulation of most popular genres authors titles subjects
- Talk with and solicit feedback from desk staff circulation staff, shelvers readers, listeners, and viewers

How To Keep Up with The Mystery Genre:

- Attend webinars that introduce new and vintage titles that deserve our attention
- Read reviews Follow blogs and websites that cover the genre Check out publisher and bookseller websites for hot titles Watch for movie and TV tie-ins Keep track of genre and library awards Listen to readers—friends, fellow staff, patrons

Marketing the Mystery Collection:

- Alert readers to... upcoming best sellers, new hot titles, new titles by authors popular with your patrons
- Through... Newsletters, blogs, library website, in-house displays
- Display mysteries throughout the library. Think... genre-based displays, general good books displays, displays that cross the Dewey divide and include audio and video
- Write about mysteries and share titles with readers: annotated booklists in the library and on the web blog about staff favorites and titles lost in the stacks

Books:

Chihuahua of the Baskervilles by Esri Allbritten

Hand That Trembles, The by Kjell Eriksson

Hypnotist, The by Lars Kepler

Bad Day for Scandal, A by Sophie Littlefield

Back of Beyond by C.J. Box

Buried Secrets by Joe Finder

You're Next by Gregg Hurwitz

Never Knowing by Chevy Stevens

Purgatory Chasm by Steve Ulfelder

Your Friendly Neighborhood Criminal by Michael Van Rooy

Devil She Knows, The by Bill Loehfelm

Now You See Me by S.J. Bolton

Pacific Heights by Paul Harper

Iron House by John Hart

Killed at the Whim of a Hat by Colin Cotterill

Trespasser by Paul Doiron

Dandy Gilver and the Proper Treatment of

Bloodstains by Catriona McPherson

The Midsummer Crown by Kate Sedley

The Rose of the World by Alys Clare

Backlash by Sally Spencer

Summer Session by Merry Jones

Murder My Neighbour by Veronica Heley

Brute Strength by Susan Conant

Assume Nothing by Gar Anthony Hayward

Dead Beat by Patricia Hall

Cold Cruel Winter by Chris Nickson

Dark Entry by M.J. Trow

Did Not Finish by Simon Wood

Switchback by Matthew Klein

A Killing in China Basin by Kirk Russell

Cover Story by Robert Cullen

Felony and Mayhem

Landscape of Lies by Peter Watson

The Feng Shui Detective by Nury Vittachi

The Tiger in the Smoke by Margery Allingham

Death in the Garden by Elizabeth Ironside

The Accomplice by Elizabeth Ironside

The Art of Deception by Elizabeth Ironside

A Good Death by Elizabeth Ironside

Missing by Karin Alvtegen

Betrayal by Karin Alvtegen
Shame by Karin Alvtegen
The Herring Seller's Apprentice by L.C. Tyler
Ten Little Herrings by L.C. Tyler
The Herring in the Library by L.C. Tyler
The Cambridge Theorem by Tony Cape
The Romeo Flag by Carolyn Hougan
The Rainaldi Quartet by Paul Adam
The Peking Man Is Missing by Claire Taschdjian
The Poisoned Chocolates Case by Anthony Berkeley
The Case of the Gilded Fly by Edmund Crispin
Cut to the Quick by Kate Ross
City of the Horizon by Anton Gill
The Old English Peep Show by Peter Dickinson
Corpse in a Gilded Cage by Robert Barnard
The Weird World of Wes Beattie by John Norman Harris
Elephants in the Distance by Daniel Stashower
The Truth About Unicorns by Bonnie Jones Reynolds
A Dark Dividing by Sarah Rayne

Audio Book Authors

Slaughter, Karin
Wiinspear, Jacqueline
Ewan, Chris
Weiss, Jan Merete
Lovesey, Peter
Genelin, Michael
McClure, James
Muller, Marcia
Coyle, Cleo
Block, Lawrence
Leon, Donna
Poe, Edgar Allan
Ellroy, James
Sayers, Dorothy L.
Block, Lawrence
Allingham, Margery
Crombie, Deborah
Davis, Lindsey
Christie, Agatha
Hill, Reginald

Digital Book Authors

Slaughter, Karin
Winspear, Jacqueline

Ewan, Chris
Weiss, Jan Merete
Lovesey, Peter
Genelin, Michael
McClure, James
Muller, Marcia
Coyle, Cleo
Block, Lawrence
Leon, Donna
Poe, Edgar Allan
Sayers, Dorothy L.
Davis, Lindsey
Allingham, Margery
Hill, Reginald
Christie, Agatha

Christian Fiction Spring Roundup From Library Journal Webinar

Offspring by Scott Appleton
Swords of the Six by Scott Appleton
Tandem: A Novel by Tracey Victoria Bateman
Divine Appointments by Charlen Ann Baumbich
Sir Rowan and the Camerian Conquest by Chuck Black
Corus the Champion by D Barkley Briggs
The Book of Names by D Barkley Briggs
Canary List: A Novel by Sigmund Brouwer
Lion of Babylon by Davis Bunn
Lady of Bolton Hill by Elizabeth Camden
Time to Heal by Barbara Cameron
Glory of Green by Judy Christie
Out of Control by Mary Connealy
Precisely Terminated by Amanda Davis
Bones of Makaidos by Bryan Davis
Candlestone by Bryan Davis
Circles of Seven by Bryan Davis
Enoch's Ghost by Bryan Davis
Eyes of Oracle by Bryan Davis
Last of the Nephilim by Bryan Davis
Masters and Slayers by Bryan Davis
Raising Dragons by Bryan Davis
Song of the Ovulum by Bryan Davis
Tears of a Dragon by Bryan Davis
Judgment Day by Wanda L Dyson
Chasing Sunsets: A Cedar Key Novel by Eva Marie Everson
Colonel's Lady by Laura Frantz
Blessed by Ann H Gabhart

Last Christian by David Gregory
 Departures: Two Rediscovered Stories of Christy Miller and Sierra Jensen by Robin Jones Gunn
 Sisterchicks in Wooden Shoes by Robin Jones Gunn
 River to Cross by Yvonne L Harris
 Indelible: A Novel by Kristen Heitzmann
 Breath of Angel: A Novel by Karyn Henley
 Pirate Queen by Patrica Hickman
 Here Burns my Candle by Liz Curtis Higgs
 Mine is the Night: A Novel by Liz Curtis Higgs
 Deadly Ties: A Novel by Vicki Hinze
 Too Rich for a Bride: A Novel by Mona Gansberg Hodgson
 Crossing: A Novel by Serita Ann Jakes
 Scroll: A Novel by Grant R Jeffrey
 Daughter's Walk: A Novel by Jane Kirkpatrick
 Delivered with Love by Sherry Kyle
 Map Across Time by C.S. Lakin
 The Wolf of Tebron by C.S. Lakin
 Restless in Carolina: A Novel by Tamara Leigh
 Diagnosis Death by Richard L Mabry
 Sweet Baklava by Debby Mayne
 Sound Among the Trees: A Novel by Susan Meissner
 Criselda Takes Flight: A Novel of Bright's Pond by Joyce Magnin Moccero
 Heart Divided by Kathleen Morgan
 When Sparrows Fall by Meg Moseley
 Sweetest Thing by Elizabeth Musser
 Dead Saint: A Bishop Lynn Peterson Novel by Marilyn Brown Oden
 Ale Boy's Feast: A Novel by Jeffrey Overstreet
 Dragons of the Watch: A Novel by Donita K Paul
 North! Or Be Eaten by Andrew Peterson
 Hope Rekindled by Tracie Peterson
 Lilies in Moonlight: A Novel by Allison Pittman
 Redeeming Love by Francine Rivers
 Charlatan's Boy by Jonathan Rogers
 Shadows on the Sand: A Seaside Mystery
 Shades of Morning by Marlo Schalesky
 Great Catch by Lorna Seilstad
 Triumph of Grace by Kay Marshall Storm
 Blue Skies Tomorrow by Sarah Sundin
 Lie Down in Green Pastures by Debbie Viguie
 Most Unsuitable Match by Stephanie Grace Whitson
 Shrouded in Silence by Robert L Wise
 To Win Her Heart by Karen Witemeyer

Christmas Singing by Cindy Woodsmall
 Harvest of Grace: A Novel by Cindy Woodsmall
 Inconvenient Marriage of Charlotte Beck: A Novel by Kathleen Y'Barbo

Para of the Year Nominations Sought

The Paraprofessional Section of the Nebraska Library Association (NLA) accepts nominations for the Paraprofessional of the Year Award each year. This award is given annually to a paraprofessional who must be a member of the Paraprofessional Section of NLA and who has demonstrated outstanding service in a library setting. The recipient will be selected on the basis of all of the following criteria:

1. Innovative programs that the nominee has worked with which have resulted in new or improved library services.
2. Exceptional volunteer work in library service or related field.
3. Exceptional use of library resources, local or otherwise.
4. Significant involvement or leadership in NLA Paraprofessional Section (i.e., holding office, member of a committee, or workshop or conference presentation).

The Paraprofessional of the Year may receive: A one year paid membership to NLA, in the Paraprofessional Section or Fifty dollars. Nomination forms can be found at <http://www.nebraskalibraries.org/PARA/paranomform.html>.

Nominations are due on July 31, 2011

Read Aloud Nebraska wants to know - are you a Read Aloud School or Read Aloud Community yet? Turn in your no-cost application by the November 1st deadline, and you will be eligible to request free books to give away to the low income children you serve. This is in addition to the other benefits you receive for being a part of Read Aloud Nebraska – see www.readaloudnebraska.org for details!

GOLDEN SOWER AWARD WINNERS

Primary Winner [Titanicat](#) by Marty Crisp; illustrated by Robert Papp

Primary Honor Books

[The Dog Who Belonged to No One](#) by Amy Hest; illustrated by Amy Bates

[Duck Soup](#) written and illustrated by Jackie Urbanovic

Intermediate Winner [Stolen Children](#) by Peg Kehret

Intermediate Honor Books

[Swindle](#) by Gordon Korman

[Savvy](#) by Ingrid Law

Young Adult Winner [The Hunger Games](#) by Suzanne Collins

Young Adult Honor Books

[Artichoke's Heart](#) by Suzanne Supplee
[Fakie](#) by Tony Varrato

Mad Hatter Award Nominations Sought

The Mad Hatter Committee is once again seeking nominations for the Mad Hatter Award, presented each fall at the NEMA/NLA Convention, to a children's librarian in the state of Nebraska who has made an outstanding contribution to children and librarianship. The nominee must exhibit the qualities listed in the nomination form and be a member of the SCYP section of NLA. Please consider nominating one of your great library colleagues for the Mad Hatter Award! Click on the link below to access the 2011 nomination form. Nominations are due by August 1, 2011. If you have questions, please contact Shawna Lindner at Kearney Public Library, 2020 First Avenue, Kearney NE.

Excalibur Award Nominations Sought

It is time to start the effort to nominate outstanding public librarians for the PLTS Excalibur Award, and starting this year, outstanding trustee, user, friend, foundation, or library board for the PLTS Advocacy Award. Attached are the nomination forms for both awards. Both awards will be presented at the PLTS Business Meeting/Luncheon at the NLA Convention in Lincoln in October 2011. Our committee needs to have the nominations by August 1, 2011 so we can select the winners and prepare the award elements.

Attached are the nomination instructions outlining what is required. Please send you nominations and supporting letters to:

John Seyfarth, 4612 Sutley Circle, Papillion NE 68133-2746; e-mail:

jseyfarth@gmail.com

Edgar Award Winners 2011

Best Mystery Novel: *The Lock Artist* by Steve Hamilton

Best First Novel by an American Author: *Rogue Island* by Bruce DeSilva

Best Paperback Original: *Long Time Coming* by Robert Goddard

Grants available for small-town libraries

Small-town public libraries will receive a helping hand thanks to the generosity of a lifelong educator. A donor-advised fund of the Nebraska Community Foundation, established by the late Shirley Kreutz Bennett of Lincoln, will provide matching grants for public libraries in Nebraska communities with a population of less than 3,000.

Following Ms. Kreutz Bennett's wishes, a Fund Advisory Committee composed of her nieces and nephews will recommend grants in three areas: planning grants leading to accreditation; enhancement grants to improve library services and/or programs; and facilities grants for new facilities or the renovation, restoration or rehabilitation of current libraries. All grants will require a certain level of matching funds and evidence that the project has broad community support.

Approximately \$70,000 will be available each year. Grants will be awarded annually in each grantmaking area beginning in the spring of 2012. There are 228 libraries in Nebraska communities with populations under 3,000. Of those, 100 are not accredited by the Nebraska Library Commission.

"Gaining accreditation is critical to our libraries. It opens the door to other outside funding," said Jeff Yost, NCF President and CEO. "In many small towns, the library may be the only place where some people have access to the Internet. This is certainly the case in towns where consolidation has closed the local school. Shirley's legacy gift will help rural libraries adapt to significant chang-

es over these next several years. It shows that she had great vision and commitment to people in our small communities," Yost said.

A life-long learner, Shirley Kreutz graduated from Harvard High School in 1941. She earned her undergraduate degree from the University of Washington and an M.A. and Ph.D. from Columbia University. She taught on both coasts before returning to Nebraska. Shirley was a retired Professor of Education at the University of Nebraska in Lincoln.

To avoid duplication and to attempt to leverage existing resources, the Nebraska Library Commission will assist the Nebraska Community Foundation and the Fund Advisory Committee with grantmaking. Grant seekers are encouraged to review the guidelines and application procedures at www.nebcommfound.org/fund/kreutzbennett.

For more information, contact Sheri Hink, Outreach, Education and Events Manager, Nebraska Community Foundation, (402) 323-7347 or shink@nebcommfound.org.

Older People Enjoy Reading More

"When It Comes To Leisure Time, Watch Out For The Generation Gap" is an interesting post at Media Post's Engage:Boomers blog. Author Matt Thornhill cites a study of preferred leisure time activities among the four generations, Silent (ages 66-85), Boomers (47-65), Gen X (30-46), and Millennials (18-29). The Silent generation lists reading books as their third favorite activity, after watching TV and eating out. Boomers list reading books as their fourth favorite. Millennials aren't big readers—at least at this stage of their lives. What implications does this have for libraries?

(from NLC Blog)

Community-led libraries toolkit helps libraries be more inclusive

While the belief is that libraries serve the entire population, in truth, some groups may feel excluded. Vancouver Public Library (VPL) initiated the Working Together Project in 2004 to develop methods for libraries to work with low-income communities using a community development approach. Six key lessons emerged:

- Library culture, rules and procedures, create significant barriers to inclusion.
- Same or consistent customer service, which does not take into account socio-economic disparity, results in inequitable services
- Planning relevant and effective library services for socially excluded community members requires a collaboration of equals between the community and the library.
- Relationship building is at the core of effective service planning.
- Staff “soft skills” such as empathy, interpersonal competence, and open-mindedness are essential.
- People want to see themselves represented in the library and have opportunity to participate.

A toolkit has been created so that other libraries may learn from this project and implement the principles in their own communities. Learn more at www.librariesincommunities.ca/.

Want an author to Visit?

Meridian Library System Board member and former school librarian Ann Matzke is available for visits. Anne is the author of two (so far) K-2 books on basic math concepts. Her K-2 workshops use hands-on activities from the books.

Grades 3-6: Ann focuses on writing and illustrating stories, drawing upon the graphic novel format.

Veteran’s Day Presentation: Presents the tradition of setting a white table from Margot Their Raven’s Book America’s White Table. The story is read aloud as children help to set a white table in honor of local Veterans.

If you have a question or would like to schedule a visit, e-mail Ann at: annmatzke@me.com.



ASK US 24/7 FOR RESEARCH HELP

Go to library.unk.edu, click on Ask Us 24/7



This free service is provided by the Calvin T. Ryan Library at the University of Nebraska Kearney.

ONE BOOK PROGRAM

The One Book, One Nebraska title for 2011 is Ted Kooser’s *Local Wonders*. The System Office now has ten copies available for loan to book discussion groups.

The One Book for Nebraska Kids is *The Last Newspaper Boy in America* by Sue Corbett. The System Office has ten copies for loan.

Interested in Overdrive? Are your customers asking for downloadable eBooks? For downloadable audiobooks? Consider joining the Nebraska Libraries OverDrive group at the start of the new subscription year—the deadline is August 31, 2011.

The first year’s cost for OverDrive include a one-time \$500 set-up fee plus the annual subscription fee. The annual subscription fee, which is used to purchase new content, is 13 cents per population served with a minimum of \$500. So, if your library’s population served is 3,846 or less, then your first year’s cost would be \$1,000.

For more information, see:
<http://www.nlc.state.ne.us/netserv/pricing/overdrive.html>